Syllabus for Social Media and Online Marketing
MKTG 3010-E01 (#81268)

**Instructor:** Dr. Jack Wei  
**Class Hours:** This class is 100% online.  
Cell Phone: 404-452-4119  
**E-mail:** D2L email Preferred (you can email me at jwei@westga.edu if D2L is not available)  
**Online office hours:** 9:00a.m.-noon/8:00 p.m.-10 p.m. Monday through Friday or by appointment.


**PREREQUISITES**

MKT 3803 is the only prerequisite for this course. You must have successfully completed the prerequisite or have written approval of the Department Chairman. The instructor can drop a student from the course at any time during the quarter if the student does not meet the prerequisites.

**COURSE DESCRIPTION**

This course takes an in-depth look at Internet social networks, social media platforms and online advertising to offer students an advantage in many positions involving marketing, consulting and brand management both on the buyer and seller side of social media. Topics will include an exploration of theory of online Marketing, social media technologies and applications such as Facebook, blogs, Twitter, wikis, YouTube, etc. The emphasis of this course is on understanding consumers’ social interactions, the various social media channels available to marketers, how to build social marketing strategies, and how to track their effectiveness. Also, since social media is heavily technology-driven we will cover relevant related aspects in digital marketing more broadly, as well as emerging topics in electronic commerce, mobile marketing, and social media startups.

**COURSE OBJECTIVES**

This course offers an overview of how marketing has changed (and is changing) due to the rise of social media. It will equip students with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and online contexts for achieving business and marketing goals. Students will learn how to develop an online presence, leverage these technologies and use the power and impact of Web 2.0 in implementing successful marketing strategies. Upon successfully completing the course, the student should:
1. Know the differences and interaction between traditional and social media (both paid and unpaid social media).

2. Be able to integrate marketing theories, concepts, and principles into a basic framework for social media & online marketing decision processes.

3. Be able to develop skills in problem solving. Specifically, students should know how to establish online marketing objectives, analyze the e-business environment, assess the competition, and evaluate internal strengths and weaknesses for the process of formulating online marketing strategy.

4. Be able to critically analyze information and material that are presented on various online platforms.

5. Be able to analyze and evaluate consumer behavior and digital media based on some basic theory of social networks online and offline (graph theory, sociology).

6. Be able to analyze B2B marketing on social media and evaluate marketing effectiveness variables (engagement)

7. Be able to use Social Media Analytics and Monitoring.

8. Be able to devise brand strategies on social media.

CLASS ACTIVITIES, ASSIGNMENTS AND PROJECTS

This class is built around the topical framework in the textbook. This course incorporates:

1. Participation (10%)
   Online attendance is required throughout the semester. You will have to log on to the course site at least three times a week during the semester and inform me if you will not have access to the Internet for over five consecutive days. If you fail to log on to the site and post your assignments or participate in the discussion for over five consecutive days without notifying me, you will lose five points. If you fail to log on the site for ten consecutive days without notifying me beforehand, you will lose ten points.

2. Exams (40%)
   There are three tests and one final exam. Exams are non-cumulative and each consists of multiple choice items. Early or make-up exams are allowed only in the most extreme cases and never without prior arrangements. Students must contact the professor before the exam in order to be considered for any rescheduling.

3. Term Projects (50%)
   There are two term projects. First project is an individual project and second project is a group project.

   **Individual Project: Social Media Strategy Evaluation Project (25%)**

   This project requires each student to follow four brands/firms/organizations on Twitter for the semester. The four firms/organizations are Starbucks, Target, Southwire, and Georgia Department of Public Health (@GaGPH). You are required to set up an account with Twitter in the first week if you do not have one, and follow me (search my handle @jwei2013) and the sites of the four firms/organizations. During the semester, you will track the activities of the four firms/organizations on Twitter and evaluate effectiveness of their tweets based on what we learn
in class. Tracking means that you visit their Twitter page as often as possible to stay up with them, watch the videos, click the links, and study the tweets posted by them. Every other week, you will write a 500-word report summarizing their tweets for the past two weeks, and post your report in the project forum on Discussions. I will read and grade your reports and make comments.

Your report should be no more than 500 words including figures and exhibits. Make sure to include links/screenshots or whatever is necessary to demonstrate your points. The report should cover at least the following topics, but feel free to add to these or structure differently.

- Overview of the Twitter presence of the four firms/organizations. What tweets do they post? How actively? etc.
- Evaluation of the Twitter activities of the firms/organizations.
  - Are the activities appropriate for the firm/organization?
  - Is there interaction between the firm/organization and followers/consumers and between consumers/followers? Should there be more/less? Is it useful?
  - How successful are they in terms of number (follower/fans)?
  - Analyze the firm/organization’s Twitter presence over time (as we move along throughout the semester). Do you see any trends?
  - Provide a rough estimate of the resources needed to maintain the Twitter presence you currently observe.
- What would you change? How would you improve the firm/organization’s Twitter presence? Be realistic in terms of budget constraints.
- You can and are encouraged to interact with the company/organization on Twitter as a fan/consumer, but don't be obstrusive, e.g. don't identify yourself as a student working on an assignment, at least in the beginning.

**Group Project: Social Media & Online Marketing Plan (25%)**

This project is a group assignment which requires each group to conduct a research on a particular business/organization and to develop social media & online marketing strategies for the business/organization. The class will be split into teams with 3 to 5 people each and each team will conduct a marketing plan project for one of the three firms/organizations: Southwire, Target, and Georgia Public Health (GaPH). Each firm/organization can be chosen only twice. In this project you will evaluate the social media presence of the firm/organization, detect some weaknesses of its current strategies, and develop a new social media & online marketing plan for the firm/organization following the format of Chapter 3. The project should be based on the data you get about the firm/organization you have followed in the individual project. Based on the reports you submit, you will conduct simple analysis on the data and write a detailed marketing plan. You are encouraged to conduct further analysis of the data inspired by my comments to include in your group project analysis.

The term project paper should be in essay form and as comprehensive as possible. Also, your paper should not exceed 20 pages, including exhibits and tables, etc. It should be single-spaced, 12-point Times New Roman font with 1-inch right and left margins and 1-inch top and bottom
margins. Please use sections, subsections, bullets and the like to enhance readability. Neatness, grammar, and punctuation will be evaluated in addition to content when determining the final grade.

The group project is due at midnight (EST) on 12/2. NO late submissions will be accepted.

Submission of Documents

Submit all the assignments on CourseDen, no paper submission is necessary. If there is a problem with CourseDen, email me a copy. The comments and grades will be provided electronically. If multiple members submit from a team, the last submission will be graded.

Student Rights and Responsibilities

Please carefully review the information at the following link:

http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

The document at this link contains important information pertaining to your rights and responsibilities in this class.

Late Assignments: the instructor reserves the right to reduce the student’s grade for the course by one full letter grade if the student does not complete the assignment on the scheduled date. This holds particularly true for the tests and the term project paper.

Honor Code: Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing. The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student’s conduct record at UWG. Additionally, the student is responsible for safeguarding his/her computer account. The student’s account and network connection are for his/her individual use. For more information on the University of West Georgia Honor Code, please see the Student Handbook.

Credit Hour Policy: The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the
course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice.

**Group Issues**

Each member of a team will receive the same grade on the team projects. In order to discourage “free riders,” if one or more members of a team are dissatisfied with the contribution of a particular member, they may petition for a reduction in the grade awarded to that member. Before they do so, however, team members should notify the team member of his or her poor contribution and give the member the opportunity to “shape up.” If there are group problems that are significantly impacting the ability of the group to work productively, please let me know as soon as possible. While the Team Peer Evaluation forms can aid in bringing some fairness to the process in that those students who did more of the work get more of the credit (i.e., a better grade), ideally group issues should be addressed before it gets to that point. The Team Member Peer Evaluation form is posted in the Peer Evaluation Documents. The Peer Evaluation form is due at midnight on 12/2. Please note that if you do not submit a Peer Evaluation form, you will receive a zero on your own Peer Evaluation, regardless of the scores submitted by your teammates.

**GRADING CRITERIA**

Your grade will be evaluated on the following:

- **Quizzes**: 20 points
- **Final exam**: 20 points
- **Individual Term project**: 25 points
- **Group Term project**: 25 points
- **Participation**: 10 points

Total: 100 points

Grading scale:

- A= 90-100 points;
- B= 80-89.99 points;
- C= 70-79.99 points;
- D= 60-69.99 points;
- F= below 60.
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<thead>
<tr>
<th>Week (Dates)</th>
<th>Chapters, Topics, and Activities</th>
<th>Due</th>
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<tbody>
<tr>
<td>1 (8.10-16)</td>
<td>Introduction to the Course Part I: E-marketing in context Ch1: Past, Present and Future Group formation</td>
<td>Quiz 1 (ch.1)</td>
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<td>2 (8.17-23)</td>
<td>Ch2: Strategic e-marketing and performance metrics</td>
<td>Report #1</td>
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<td>3 (8.24-30)</td>
<td>Ch3: The e-marketing plan</td>
<td>Quiz 2 (ch.2+3)</td>
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<td>4 (8.31-9.6)</td>
<td>Part II: E-marketing environment Ch4: Global e-markets 9/5 Labor Day</td>
<td>Report #2</td>
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<td>5 (9.7-13)</td>
<td>Ch5: Ethical and legal issues</td>
<td>Quiz 3 (ch.4+5)</td>
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<td>6 (9.14-20)</td>
<td>Part III: E-marketing strategy Ch6: E-marketing research</td>
<td>Report #3 Group Project: Step 1&amp;2 due</td>
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<td>7 (9.21-27)</td>
<td>Ch7: Connected consumers online</td>
<td>Quiz 4 (ch.6+7+8)</td>
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<td>8 (9.28-10.5)</td>
<td>Ch8: Segmentation, targeting, differentiation, and positioning strategies</td>
<td>Report #4</td>
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<td>9 (10.6-9)</td>
<td>Fall break-Oct. 6-9 No Class</td>
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<td>10 (10.10-18)</td>
<td>Part IV: E-marketing management Ch9: Product: the online offer Ch10: Price: the online value</td>
<td>Quiz 5 (ch.9+10) Report #5</td>
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<td>11 (10.19-25)</td>
<td>Ch11: The Internet for distribution</td>
<td>Group Project: Step 3, 4&amp;5 due</td>
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<td>12 (10.26-11.1)</td>
<td>Ch12: E-marketing communication: owned media</td>
<td>Report #6</td>
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<td>13 (11.2-8)</td>
<td>Ch13: E-marketing communication: paid media</td>
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<td>14 (11.9-15)</td>
<td>Ch14: E-marketing communication: earned media</td>
<td>Report #7</td>
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<td>15 (11.16-20)</td>
<td>Ch15: Customer relationship management</td>
<td>Group Project: Step 6&amp;7 due</td>
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<td>16</td>
<td>Thanksgiving Holiday No Class</td>
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<td>(11.21-25)</td>
<td>Group work</td>
<td>Report #8</td>
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<td>17</td>
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<td>(11.28-12.2)</td>
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<td>18</td>
<td>Final Exam (ch.11-15. open from 8 a.m. on 12/2 to midnight on 12/8)</td>
<td>Final paper due on 12/2.</td>
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FALL SEMESTER CALENDAR, 2016
August 10 Classes begin
September 5 Labor Day Holiday (no classes, offices closed)
October 6 – 7 Fall break (no classes, offices open)
November 21-25 Thanksgiving break (no classes, offices open 21st, 22nd and 23rd)
December 2 Fall classes end
December 3-9 Final exams
December 10 Graduation