Instructor: Dr. Jack Wei
Class Hours: This class is 100% online.
E-mail: D2L email Preferred (you can email me at jwei@westga.edu if D2L is not available)
Online Office Hours: Monday-Friday: 9:00 a.m.-11:00 a.m. and 8:00 p.m.-10:00 p.m.


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, Twitter, Instagram, Pinterest, LinkedIn, 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 are required to log on to the course site at least three times a week during the semester. You will inform me if you do not have access to the Internet for over five consecutive days. If you fail to log on to the site for five consecutive days without notifying me in advance, you will lose five points. In addition, if you miss a quiz, I will deduct .5 points from your participation grade; if you miss the deadline of a project regardless of reasons, I will deduct 1 point from your participation grade.

2. Exams (Individual, 45%)

There are nine quizzes and one final exam. Quizzes are non-cumulative and each consists of 10 multiple-choice items and worth 3 points. I will NOT reopen a quiz if anyone misses the deadline. Please plan to take all quizzes in time. The final exam is a comprehensive one covering all the chapters. If you miss it, it will not be reopened. 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 (Group, 45%)

There are three term projects and all are group projects (maximum 3 people in each group). These projects require each group to follow three firms/organizations on Twitter and Instagram and write
a report for each of the firm/organization. The three firms/organization are Nike, Starbucks, and Georgia Department of Public Health (@GaGPH). You are required to set up an account with Twitter and Instagram in the first week if you do not have one, and follow the three firms/organization on the two platforms simultaneously. Please make sure to follow their corporate sites only if they have several accounts on the two platforms. For instance, Nike has several sites on Twitter but you will follow its corporate site (Nike.com).

While following them and analyzing their daily activities on the sites, you will also trace and study their activities on the sites in the past six months starting from Jan. 1 of 2018 and evaluate effectiveness of their marketing based on what we learn from the text. When analyzing their marketing effectiveness you should read their past messages/tweets carefully or repeatedly if necessary, watch the videos available, click the links to check the content/information, and study the interaction of their employees with their followers (e.g., follower comments and employee responses). In the end, you will write an 800-word report for each firm/organization (up to five double-spaced pages) summarizing your findings. {MBA/graduate students will write a 1000-word report} After proofreading and correcting any errors, send your report to the project folder on Assignments. Specifically,

Project #1 deals with the presence of Georgia Department of Public Health (GDPH) on Twitter and Instagram. The report is due at 11:30 pm of July 10. You will turn in the report summarizing your findings on its marketing activities on Twitter and Instagram since Jan. 1, 2018. You will use July 1 as the cut-off date when collecting data (i.e., its marketing activities on the sites) and analyzing the data.

Project #2 deals with the presence of Nike on Twitter and Instagram. The report is due at 11:30 pm of July 17. Your report must summarize your findings on Nike’s marketing activities on the two sites since Jan. 7, 2018. You can use July 10 as the cut-off date when collecting and analyzing the data.

Project #3 deals the presence of Starbucks on Twitter and Instagram. It is due at 11:30 pm of July 21. Your report must summarize your findings on Starbucks’ marketing activities on both Twitter and Instagram since Jan. 14, 2018. You can use July 14 as the cut-off date when collecting and analyzing the data.

Table 1. Term Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Firm/organization</th>
<th>Social Media Data Collection Cutoff dates</th>
<th>Due dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>#2</td>
<td>Nike</td>
<td>1.7.2018-7.7.2018</td>
<td>1.7.2018-7.7.2018</td>
</tr>
</tbody>
</table>

Each of the three reports should cover the following three parts:

  - What kinds of tweets/messages/videos did they post? Try to categorize the tweets, videos or links. For example, sale promotion type, new product intro etc.
Part 2. Evaluation of the activities of the firms/organization on the site.
  - 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)?
  - Based on the firm/organization’s presence over time (since Jan. 1 2018), what trends do you see? and
  - What is a rough estimate of the resources needed to maintain the company’s presence you currently observe?

Part 3. Recommendation for the firm/organization
  - What would you recommend or change? Please be specific.
  - How would you improve the firm/organization’s presence on the site?
  - Be realistic in terms of budget constraints.

Some Dos and Don’ts (term projects)
  - Do not copy and paste any pictures from the sites;
  - Do not just describe what they do on the sites, but analyze by making comments too;
  - Do not put everything in one paragraph, but use small paragraphs;
  - Do not recommend universal solutions but unique and practical ones. Some examples of common universal recommendations include “improve customer satisfaction”; “post more frequently and more catchy tweets”; and “must attract more followers etc.”
  - Try to use some tables to summarize your major findings;
  - Try to use marketing concepts in your report to support your analysis;
  - Try to respond to some tweets or videos and see what responses you will receive;
  - Try to compare the progress of the firm/organization with its major competitor in the past six months.

Project Grading Criteria

- Outstanding (90% and above): Report is submitted in a timely and complete manner. Summary reflects exceptional preparation and excellent application of text knowledge. Ideas are nearly always important and analysis provides one or more major insights into social media marketing management on the platform. Report is free of all errors, typos, and other inappropriate business etiquette.
- Good (80-89%): Report is submitted in a timely and complete manner. Summary reflects thorough preparation and good application of text knowledge. Ideas are usually important and analysis provides good insights into social media marketing management on the platform. Report is free of all errors, typos, and other inappropriate business etiquette.
- Adequate (70-79%): Report is submitted in a timely and complete manner. Summary reflects satisfactory preparation and adequate application of the text knowledge. Ideas are good and analysis provides useful insights into social media marketing management on the platform. Report is free of all errors, typos, and other inappropriate business etiquette.
**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 5/1. 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:

- **Participation**: 10 points
- **Quizzes**: 27 points
- **Final exam**: 18 points
- **GaDPH Project**: 15 points
- **Nike Project**: 15 points
- **Starbucks Project**: 15 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.
# TENTATIVE CLASS SCHEDULE

<table>
<thead>
<tr>
<th>Week (Dates)</th>
<th>Chapters, Topics, and Activities</th>
<th>Due</th>
</tr>
</thead>
</table>
| 1 (6.27-7.3) | Introduction to the Course  
1. Party-On (Quiz 1)  
2. Content Marketing (Quiz 2)  
7/4 Holiday Day | Setting up accounts with Twitter and Instagram and follow the three firm/org. on them |
| 2 (7.5-10)   | 3. Facebook (Quiz 3)  
4. LinkedIn (Quiz 4)  
5. Twitter (Quiz 5) | GDPH Project Due at 11:30 pm on July 10. |
| 3 (7.11-17)  | 6. Instagram (Quiz 6)  
7. YouTube (Quiz 7)  
8. Pinterest (Quiz 8) | Nike Project Due at 11:30 pm on July 17. |
| 4 (7.18-20)  | 9. Yelp, Google, and Reviews (Quiz 9)  
10. Epilogue |  |
| Final Exam (7.20-23) | **Final Exam** (open from 8 p.m. on 7/20 to 11:30 pm on 7/23) | Starbucks Project due at 11:30 pm on July 21. |