COURSE NUMBER, SECTION, AND TITLE OF THE COURSE

Fall/2018, 3 credits, Aug.15-Dec.10

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WOLF PACT

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college. Our mission is “To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “…commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior…”. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

I have reviewed the information in this syllabus, and I agree to abide by the policies stated. I will conduct myself in accordance with the RCOB Wolf Pact to protect the integrity of my degree and all those others who receive a degree from the Richards College.

Signature: ______________________________________

917#:   ______________________________________

Date:   ______________________________________
INSTRUCTOR INFORMATION

NAME: JACK WEI, PH.D.

OFFICE LOCATION: MILLER HALL ROOM 2307

OFFICE HOURS: TUESDAY OR THURSDAY OR FRIDAY 11:00 AM TO 3:00 PM OR BY APPOINTMENT.
Online office hours: Monday/Wednesday/Friday 9:00a.m.-1:00pm or by appointment.
I will not be online on weekends or holidays.

CONTACT INFORMATION:
Phone: 678-839-5026 and 404-452-4119 (cell)
Email: jwei@westga.edu
Communication Preference: I prefer for you to contact me using your CourseDen email.

COURSE INFORMATION

DESCRIPTION
Course description and purpose:

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, Instagram, Pinterest, 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.

PREREQUISITES
Course 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 round if the student does not meet the prerequisites.

DELIVERY METHODS
This class is 100% online. There is no mandatory meeting.
LEARNING GOALS

We will build on the following learning goals throughout the term:

FIRST GOAL

Know the differences and interaction between traditional and social media (both paid and unpaid social media). Be able to integrate marketing theories, concepts, and principles into a basic framework for social media & online marketing decision processes.

SECOND GOAL

Be able to develop skills in problem solving. Be able to critically analyze information and material that are presented on various online platforms and to evaluate internal strengths and weaknesses for the process of formulating online marketing strategy.

THIRD GOAL

Understand how search engines work, understand the mechanics of paid search ranking; understand the various methods of online display advertising; understand and implement best practices in marketing to a database of current and potential customers via email.

TEXTBOOKS AND MATERIALS

TEXTBOOK 1


COURSE MATERIALS

This course also include social media marketing simulations. The simulation materials will be found in the Stukent simulation site and you will pay $14.95 for the game upon registration. When you make the payment, you will have access to the game and instruction materials.

COURSE POLICIES

LATE POLICY
No late submission is accepted including quizzes, simulation game and final exam. Please inform me if you do not have access to the CourseDen for over three consecutive days or for any emergency reasons so I can try to assist you. 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 simulation project.

**COURSE DEN**

This course will conducted on CourseDen. Chapter quizzes and final exam will be available on CourseDen. No class meetings are available.

**CLASS TECHNOLOGIES**

**ASSIGNMENTS**

**Quizzes** (Individual, 36%)

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. This assignment connects to all learning goals of the course.

**Final Exam** (Individual, 24%)

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.

**Simulation Project** (Individual: 30%)

This assignment is an individual project. Before running the game, you will receive an email from no-reply@stukent.com or from me (or both) and to follow the directions in the email to create an account with Stukent and to register for the simulation. Or you can click the link to our course game (https://home.stukent.com/join/723-412). Note that you will be prompted to pay after you make an account. If you plan to drop the class, please do not register the simulation game.

The game consists of two rounds only. **Computation of Simulation Performance.** A Performance Scorecard will be used to measure your team’s performance. A total score will be computed for each player competing in *Mimic Intro*. At the end of the simulation, each player will be ranked in the order of performance for the total score. A letter grade can be assigned depending upon the player’s ranking and the following evaluation criteria:
• Outstanding (A= 90% and above): Round decisions are submitted in a timely manner. Decisions reflect exceptional preparation and excellent application of text knowledge. Strategies are nearly always important and produce positive outcomes regarding social media marketing.

• Good (B=80-89%): Round decisions are submitted in a timely manner. Decisions reflect thorough preparation and good application of text knowledge. Strategies are always important and produce positive outcomes regarding social media marketing.

• Adequate (C=70-79%): Round decisions are submitted in a timely manner. Decisions reflect minimum preparation and application of text knowledge. Strategies produce some positive outcomes regarding social media marketing.

All round decisions are due at midnight on Sunday.
This assignment connects to the 1, 2, and 3 learning goals of the course.

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 simulation game regardless of reasons, I will deduct 1 point from your participation grade.

EXTRA CREDIT (3 POINTS)
There is an opportunity for earning 4 extra points: if 85% of your class have completed the instructor evaluation before the deadline (I will remind you), each of you will give 3 points to be added to your final grade. If we have additional extra points opportunities, I will email you.

Grading

Your grade will be evaluated on the following:
Simulation: 30 points
Quizzes: 36 points
Participation: 10 points
Final exam: 24 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.
COURSE CALENDAR
(This schedule is subject to change. Any changes will be posted on the course site.)

WEEK 1, 8.15-21
- Required readings: Chapter 1. Party-On
- Assignments: Quiz 1
- Projects: Stukent Simulation registration
- Discussions: Social Media Marketing topics

WEEK 2, 8.22-28
- Required readings: Chapter 2. Content Marketing
- Assignments: Quiz 2
- Projects: Stukent Simulation Round 1
- Discussions: Stukent simulation topics

WEEK 3, 8.29-9.4 (9.3 LABOR DAY, NO CLASSES)
- Required readings: Chapter 3. Facebook
- Assignments: Quiz 3
- Projects: Stukent Simulation Round 1
- Discussions: Simulation tasks

WEEK 4, 9.5-11
- Required readings: Chapter 3. Facebook (continued)
- Assignments: Quiz 3
- Projects: Stukent Simulation Round 1
- Discussions: simulation tasks

WEEK 5, ---9.12-18
- Required readings: Chapter 4. LinkedIn
- Assignments: Quiz 4
- Projects: Stukent Simulation Round 1
- Discussions: Simulation tasks

WEEK 6, ---9.19-25
- Required readings: Chapter 5. Twitter
- Assignments: Quiz 5
- Projects: Stukent Simulation Round 1 Due on 9.23
- Discussions: Results of Round 1
WEEK 7, ---9.26-10.3
- Required readings: Chapter 5. Twitter (Continued)
- Assignments: Quiz 5
- Projects: Stukent Simulation Round 2 begins
- Discussions: Round 2 Tasks

[10.4-5 FALL BREAK NO CLASSES]

WEEK 8, ---10.8-12
- Required readings: Chapter 6. Instagram
- Assignments: Quiz 6
- Projects: Stukent Simulation Round 2
- Discussions: Round 2 Tasks

WEEK 9, ---10.15-19
- Required readings: Chapter 6. Instagram (Continued)
- Assignments: Quiz 6
- Projects: Stukent Simulation Round 2
- Discussions: Round 2 tasks

WEEK 10, ---10.22-26
- Required readings: Chapter 7. YouTube
- Assignments: Quiz 7
- Projects: Stukent Simulation Round 2
- Discussions: Round 2 tasks

WEEK 11, ---10.29-11.2
- Required readings: Chapter 7. YouTube (Continued)
- Assignments: Quiz 7
- Projects: Stukent Simulation Round 2
- Discussions: Round 2 tasks

WEEK 12, ---11.5-11.9
- Required readings: Chapter 8. Pinterest
- Assignments: Quiz 8
- Projects: Stukent Simulation Round 2
- Discussions: Round 2 tasks
WEEK 13, ---11.12-16
- Required readings: Chapter 9. Yelp, Google, and Reviews (continued)
- Assignments: Quiz 9
- Projects: Stukent Simulation Round 2
- Discussions: Round 2 tasks

[11.19-25 THANKSGIVING, NO CLASSES]

WEEK 14, ---11.26-12.2
- Required readings: Chapter 9. Yelp, Google, and Reviews (continued)
- Assignments: Quiz 9
- Projects: Stukent Simulation Round 2 due on 12.2
- Discussions: Round 2 tasks

WEEK 15, ---12.3-7 [CLASS ENDS]
- Required readings: 10. Epilogue
- Assignments: Review for the final exam
- Assignments: Course Evaluation due (extra points)
- Projects: Simulation 2 Results
- Discussions: Future of Social Media Marketing

WEEK 16, ---12.8 final exam (12.15 GRADUATION, 12.17 FINAL GRADES DUE)
- Required readings: all chapters
- Assignments: Final Exam (open from 8 am 12.7 and closes at 11:30 pm 12.9)
- Projects
- Discussions

UNIVERSITY-WIDE SYLLABUS INFORMATION:
Please review the “Common Language for Course Syllabi” for university-wide updates. Even if you have read it before, the most current information is maintained at this site.