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: THURSDAY 10:00 AM TO 11:00 AM; 1:45-4.00 PM OR BY APPOINTMENT.

Online office hours: Monday/Tuesday/Wednesday/Friday 10:00a.m.-1:00pm.
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 51-94% online. The mandatory meeting is on Thursday from 12:30 to 1:45pm
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

The course materials will be included in the Stukent simulation package and you will pay $119 for both the game (Mimic Pro) and course materials upon registration. When you make the payment, you will have access to both the game and course materials.

COURSE MATERIALS

This course uses a digital textbook (Essentials of Social Media Marketing) that can be accessed at https://home.stukent.com/. This course will also be using an online advertising simulation (Mimic Pro), which will be accessed from the same website.

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.

**COURSEDEN**

This course will conducted both on CourseDen and Stukent.com. Chapter quizzes will be available only on the Stukent site and the final exam will be available only on CourseDen. The simulation includes 10 rounds which will be conducted in class meetings on Thursdays. So please do not miss the classes on Thursdays.

**CLASS TECHNOLOGIES**

**ASSIGNMENTS**

**Quizzes** (Individual, 20%)

There are ten quizzes that are available on the Stukent site. Quizzes are non-cumulative and each quiz covers one chapter only, consisting of 10-15 multiple-choice items and worth 2 points. Please plan to take all quizzes by yourself in time. I will NOT reopen a quiz if anyone misses the deadline. This assignment connects to all learning goals of the course.

**Final Exam** (Individual, 20%)

The final exam covers chapters 11-18. 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: 50%)

The simulation (called *Mimic Pro on Stukent.com*) consists of 10 rounds total. 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](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.

All round decisions are due before 11:30 pm on Thursdays. I hope you can finish and submit at the end of class.

**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.

Table 1 Simulation Rounds and Main Tasks

<table>
<thead>
<tr>
<th>Round</th>
<th>Main Tasks for Each Round</th>
<th>Due</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>*Create one ad campaign</td>
<td>2/14</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>*Create one email campaign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>*Create at least 3 landing pages</td>
<td>2/21</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>*Create one ad campaign</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>*Create at least 3 ad groups</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>*Write at least one ad per ad group</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>*Select 2 new products to sell</td>
<td>2/28</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>*Create landing pages for the 2 new products</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>*Optimize bids</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>*Adjust ads &amp; create at least 2 new ad groups</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>*Write at least one ad per ad group</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>*Make minor changes to ad campaigns</td>
<td>3/7</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>*Create your first email marketing campaign</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>*Optimize landing page content</td>
<td>3/14</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>*Optimize bids</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>*Adjust ads and add new ads and products</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>*Create another email campaign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>*Optimize landing page content</td>
<td>3/28</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>*Optimize bids</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>*Adjust ads and add as many keywords as you like</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>*Create another email campaign</td>
<td></td>
<td></td>
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<tr>
<td>7</td>
<td>*Bring at least two more products to market via ad campaigns only</td>
<td>4/4</td>
<td>4</td>
</tr>
<tr>
<td>8</td>
<td>*Bring at least one more product to market via email campaign only</td>
<td>4/11</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>*Optimize ad campaigns for max. profitability</td>
<td>4/18</td>
<td>4</td>
</tr>
<tr>
<td>10</td>
<td>*Create another email campaign</td>
<td>4/25</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>50</td>
</tr>
</tbody>
</table>

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 (including the Wolf Pact test), I will deduct 1 point from your participation grade; if you miss the deadline of a simulation game, I will deduct 1 point from your participation grade.

EXTRA CREDIT (4 POINTS)

There is an opportunity for earning 4 extra points: if you take the Wolf Pact test in the first week, you will get 1 point; if 85% of your class have completed the instructor evaluation before the deadline (I will remind you), each of you will get 3 points to be added to your final grade.

Grading

Your grade will be evaluated on the following:

**Simulation**: 50 points  
**Quizzes**: 20 points  
**Participation**: 10 points  
**Final exam**: 20 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, 1.7-11 (IN-CLASS MEETING ON 10)
- Required readings:
  - Chapter 1: Introduction to Social Marketing
  - Chapter 2: Developing Your Personal Brand
  - Assignments: Wolf Pact Quiz due; Quiz 1 & 2 due
  - Projects: Stukent Simulation registration
  - Discussions: Introduction to the course; syllabus review

WEEK 2, 1.14-18 (IN-CLASS MEETING ON 17)
- Required readings:
  - Chapter 3: Social Media Marketing Strategy
  - Chapter 4: Marketing with Facebook
  - Assignments: Quiz 3 & 4 due
  - Projects: Stukent Simulation registration completed
  - Discussions: Stukent simulation topics

WEEK 3, 1.21-25 (1.21 MLK DAY, NO CLASSES) (IN-CLASS MEETING ON 24)
- Required readings:
  - Chapter 5: Marketing with Instagram
  - Chapter 6: Marketing with Twitter
  - Assignments: Quiz 5 & 6 due
  - Projects: Stukent Simulation introduction
  - Discussions: Simulation Round 1 tasks

WEEK 4, 1.28-2.1 (IN-CLASS MEETING ON 31)
- Required readings: Chapter 7: Marketing with Snapchat
  - Assignments: Quiz 7 due
  - Projects: Stukent Simulation Round 1 introduction
  - Discussions: Simulation Round 1 tasks

WEEK 5, 2.4-8 (IN-CLASS MEETING ON 7)
- Required readings: Chapter 8: Marketing with Pinterest
  - Assignments: Quiz 8 due
  - Projects: Stukent Simulation Round 1 introduction
  - Discussions: Simulation Round 1 tasks
WEEK 6, 2.11-15 (IN-CLASS MEETING ON 14)
- Required readings: Chapter 9: Marketing with LinkedIn
- Assignments: Quiz 9 due
- Projects: Stukent Simulation Round 1 due on 2.14
- Discussions: Round 1 tasks

WEEK 7, 2.18-22 (IN-CLASS MEETING ON 21)
- Required readings: Chapter 10: Marketing with YouTube
- Assignments: Quiz 10 due
- Projects: Stukent Simulation Round 2 due
- Discussions: Round 2 tasks

WEEK 8, 2.25-3.1 (IN-CLASS MEETING ON 28)
- Required readings: Chapter 11: Blogs, Vlogs, Podcasts and Webinars
- Projects: Stukent Simulation Round 3 due
- Discussions: Round 3 Tasks

WEEK 9, 3.4-8 (IN-CLASS MEETING ON 7)
- Required readings: Chapter 12: Social Media Marketing Campaigns
- Projects: Stukent Simulation Round 4 due
- Discussions: Round 4 tasks

WEEK 10, 3.11-15 (IN-CLASS MEETING ON 14)
- Required readings: Chapter 13: Influencer Marketing with Social Media
- Projects: Stukent Simulation Round 5 due
- Discussions: Round 5 tasks

WEEK 11, 3.18-22 (SPRING BREAK, NO CLASS)

WEEK 12, 3.25-29 (IN-CLASS MEETING ON 28)
- Required readings: Chapter 14: Employee Advocacy
- Projects: Stukent Simulation Round 6 due
- Discussions: Round 6 tasks

WEEK 13, 4.1-5 (IN-CLASS MEETING ON 4)
- Required readings: Chapter 15: Social Media Policies and Crisis Response Plan
- Projects: Stukent simulation Round 7 due
- Discussions: Round 7 tasks

WEEK 14, 4.8-12 (IN-CLASS MEETING ON 11)
• Required readings: Chapter 16: Social Media Advertising
• Projects: Stukent Simulation Round 8 due
• Discussions: Round 8 tasks

**WEEK 15, 4.15-19 (IN-CLASS MEETING ON 18)**
• Required readings: Chapter 17: Social Selling
• Assignments: Review for the final exam
• Projects: Simulation Round 9 due
• Discussions: Round 9 tasks

**WEEK 16, 4.22-26 (IN-CLASS MEETING ON 25)**
• Required readings: Chapter 18: Social Media Analytics and Measuring ROI
• Assignments: Review for the final exam
• Projects: Simulation Round 10 due
• Discussions: Round 10 tasks; Future of Social Media Marketing

**WEEK 17, 5.1-7 FINAL EXAM ONLINE**
• Required readings: reviewing the last eight chapters for the final exam
• Assignments: [Final Exam](#) (open from 8 am 5.1 and closes at 11:30 pm 5.6)

**5.9 Graduation-thursday; 5.13 final grades due at noon**

**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.

[CourseDen D2L Home Page](#)
[CourseDen Help](#) (8 AM – 5 PM)
Call: 678-839-6248 or 1-855-933-8946 or email: online@westga.edu

[24/7/365 D2L Help Center](#)
Call 1-855-772-0423