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.

CLASS MEETING: 11:00 AM-12:15 PM THURSDAY

CLASSROOM: MILLER HALL 2201

OFFICE LOCATION: MILLER HALL ROOM 2307

OFFICE HOURS: THURSDAY 10:00 AM TO 11:00 AM; 1:45-4:00PM.
Online office hours: Monday/Wednesday/Friday 10:00a.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 51-94% online. The class meets once a week on Thursday from 11:00 am to 12:15pm.

**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**

*Social Media Marketing-Workbook-How To Use Social Media for Business* (2019 updated Edition) by Jason McDonald; Publisher: CreateSpace Independent Publishing Platform; **SBN-10**: 1539598144; **ISBN-13**: 978-1539598145 is the official text for the class. The price for the Kindle version is $9.99 and paperback on Amazon.com is around
$33.98. Please use this link when you purchase it. [http://amzn.to/2x2NXeK](http://amzn.to/2x2NXeK). You can get a student rebate at [https://www.jm-seo.org/students/](https://www.jm-seo.org/students/).

**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 be conducted on CourseDen. Chapter quizzes and final exam will be available on CourseDen.

**CLASS TECHNOLOGIES**

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

**ASSIGNMENTS**

1. **Quizzes** (Individual, 20%)

   There are ten quizzes related to the ten chapters. Quizzes are non-cumulative and each consists of 10 multiple-choice items and worth 2 points. All quizzes are open from the first day of the semester but close at different times. Please plan to take all quizzes in time. I will NOT reopen a quiz that is closed after the deadline. Students must contact the professor before a quiz closes in order to be considered for any rescheduling.

   This assignment connects to all learning goals of the course.

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

Syllabus, MKGT3810, Jack Wei, Fall 2018
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.

3. Content Analysis Projects (30%)

There are two projects dealing with content analysis on social media and both of them are group projects. The first one involves tweets on Twitter and the second one involves content analysis on Instagram. For the projects, the class is divided into small groups with each group consisting of 3-5 people. Please form your group in the first class and tell me your group members at the end of the class.

During the semester, each group will track the activities of the assigned firms on both Twitter and Instagram, evaluate content effectiveness (e.g., their tweets and pictures) based on what we learn in class, and present your findings at the end of the semester (one for Twitter and one for Instagram on different dates). Tracking means that you visit their Twitter page and Instagram site as often as possible to stay up with them for 12 weeks (Jan. 7 to April 7), watch the videos, click the links, and study the content posted by them.

(1) Twitter Project (15%): following Nike.com and Resources Rights Initiatives (RRI) ([https://twitter.com/RightsResources](https://twitter.com/RightsResources)) and analyzing the content/tweets.

(2) Instagram Project (15%): following the official accounts of Subway and one NGO (your group decides in the first meeting) on Instagram and analyzing the content.

Each team will have 15 minutes to present the findings of your analysis. Before each in-class presentation, each group should create 10-20 PPT slides or a video about the findings. The group members should present the projects collectively. The presentation should include the following themes:

- Overview of the content in the past 12 weeks, what tweets/pictures do they post? How actively etc. please try to categorize the content.
- Evaluation of the content: is content appropriate for the firm/organization? Should there be more/less? Is it useful?
- Analysis of the firm’s presence over time. Do you see any trends?
- A rough estimate of the resources needed to maintain the content.
- Suggestions or alternative strategies. What would you change? How would you improve the firm’s content? Be realistic in terms of budget constraints.

Everyone is required to set up an account with Twitter and an account with Instagram in the first week if he or she does not have one, and follow the firms/organizations. You are encouraged to interact with the firms/organizations as a fan/consumer, but don't be
4. Marketing Plan Project (Group, 20%)

This assignment requires each group to write a social media & online marketing plan for a new architecture company called Rickman aRchitecture & Design (RAD). Each group will evaluate the firm’s social media presence and its current strategies, conduct a SWOT analysis, and develop a new social media marketing plan for the firm following the instructions.

For more information, click the following links to its accounts on the four platforms:

- Twitter (https://twitter.com/rickmanarch/likes);
- Facebook account (https://www.facebook.com/rickmanarchitecture/);
- Instagram account (https://www.instagram.com/architectanddesign/);
- LinkedIn account (https://www.linkedin.com/company/rad-rickman-architecture-design).

The plan should include four sections: I. Facebook Strategy; II. LinkedIn Strategy III. Twitter Strategy; and IV. Instagram Strategy.

Each section should include the three parts:

A. Situation Audit: this part should be around 500 words summarizing the performance of the firm on social media compared with the top performers of the industry. A SWOT analysis must be provided. Tips will be provided in class.

B. Industry Trends and Competitor Analysis: this part should deal with some competitors in the industry and analyze their strategies on the platform include the trends in the industry and environmental trends. The length of this part should be between 300-500 words.

C. Alternative Strategies: this part should include some recommendations for the firm with the regard to the platform. Your strategies should be specific and cost-effective based on the situation of the firm in the future as well as on the trends you have identified in part (B). The length of is part should be between 500-800 words.

This project paper should be in essay form. 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.
Each group will have 15 minutes to present their project to the class. You will create 10-20 PPT slides before the presentation. The final project paper (both an electronic version and hardcopy required) is due on the last day of the semester (4/29). Send the electronic version to the dropbox on Assessments on CourseDen. The hardcopy should be turned in on 4/26 after your presentation or placed in my mailbox no later than 4/29. NO late submissions will be accepted.

5. Participation (10%)

Both in-class and online attendance are required throughout the semester. You are required to attend the in-class meetings on Thursday each week and sign the attendance sheet. Also, you will log on to the course site at least three times a week during the semester. If you miss a class meeting without notifying me in advance, you will lose three points. In addition, if you miss a quiz (including the Wolf Pact test and final exam), I will deduct 1 point from your participation grade; if you miss one presentation, 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 Wolf Pact test in the first week, you receive 1 point; if 85% of your class have completed the course evaluation before the deadline (I will remind you), each of you will get 3 points to be added to your final grade. There will not be additional opportunities to earn extra points.

Grading

Your grade will be evaluated on the following:

- Quizzes: 20 points
- Content Analysis Projects: 30 points
- Marketing Plan: 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: syllabus review;
- Assignments: Wolf Pact quiz due;
- Projects: setting up Twitter & Instagram accounts
- Discussions: Introduction to Social Media Marketing

WEEK 2, 1.14-18 (IN-CLASS MEETING ON 17)
- Required readings: Chapter 1. Party-On
- Assignments: Quiz 1 due
- Projects: Marketing Plan project
- Discussions: social media platforms

WEEK 3, 1.21-25 (1.21 MLK DAY, NO CLASS) (IN-CLASS MEETING ON 24)
- Required readings: Chapter 2. Content Marketing
- Assignments: Quiz 2
- Projects: Twitter and Instagram projects
- Discussions: content marketing

WEEK 4, 1.28-2.1 (IN-CLASS MEETING ON JAN.31)
- Required readings: Chapter 3. Facebook
- Assignments: Quiz 3
- Projects: Twitter and Instagram projects
- Discussions: consumer engagement

WEEK 5, 2.4-8 (IN-CLASS MEETING ON 7)
- Required readings: Chapter 4. LinkedIn
- Assignments: Quiz 4
- Projects: Marketing Plan project
- Discussions: consumer and business profile on SNS

WEEK 6, 2.11-15 (IN-CLASS MEETING ON 14)
- Required readings: Chapter 5. Twitter
- Assignments: Quiz 5
• Projects: Twitter and Instagram projects
• Discussions: micro-blogging

**WEEK 7, 2.18-22 (IN-CLASS MEETING ON 21)**
• Required readings: Chapter 6. Instagram
• Assignments: Quiz 6
• Projects: Twitter and Instagram projects
• Discussions: visual tools

**WEEK 8, 2.25-3.1 (IN-CLASS MEETING ON FEB.28)**
• Required readings: Chapter 7. YouTube
• Assignments: Quiz 7
• Projects: Twitter and Instagram projects
• Discussions: YouTube and Ted Talks

**WEEK 9, 3.4-8 (IN-CLASS MEETING ON 7)**
• Required readings: Chapter 8. Pinterest
• Assignments: Quiz 8
• Projects: Twitter and Instagram projects
• Discussions:

**WEEK 10, 3.11-15 (IN-CLASS MEETING ON 14)**
• Required readings: Chapter 9. Local SEO and Review Marketing
• Assignments: Quiz 9
• Projects: Twitter and Instagram projects
• Discussions: Search engine marketing/optimization

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

**WEEK 12, 3.25-29 (IN-CLASS MEETING ON 28)**
• Required readings: Chapter 10: Email Marketing
• Assignments: Quiz 10
• Projects: Twitter and Instagram projects
• Discussions: email marketing

**WEEK 13, 4.1-5 (NO IN-CLASS MEETING)**
• Required readings: Chapter 11: Epilogue
• Projects: Twitter and Instagram projects
• Discussions: Future of social media marketing

**WEEK 14, 4.8-12 (IN-CLASS MEETING ON 11)**
• Projects: Twitter project presentations (all teams)
• Discussions: comments on group projects

**WEEK 15, 4.15-19 (IN-CLASS MEETING ON 18)**
• Projects: Instagram project presentations (all teams)
• Discussions: comments on group projects

**WEEK 16, 4.22-26 (IN-CLASS MEETING ON 25)**
• Assignments: Course Evaluation and peer evaluation due
• Projects: marketing plan project presentations (all teams)

**WEEK 17, 5.1-5.7 FINAL EXAM (ONLINE)**
• Required readings: all chapters
• 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.