SOCIAL MEDIA & ONLINE MARKETING-3810-E02
SUMMER 2019, 3 CREDITS, JUN.3- 27(100% ONLINE)

INSTRUCTOR INFORMATION

NAME: JACK WEI, PH.D.

OFFICE LOCATION: MILLER HALL ROOM 2307

ONLINE OFFICE HOURS: MON-FRIDAY 10:00 AM TO 12:00 PM; 7:00-9.00 PM OR BY APPOINTMENT.
I WILL NOT BE ONLINE ON WEEKENDS OR HOLIDAYS.

CONTACT INFORMATION:
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Communication Preference: I prefer for you to contact me using your CourseDen email.

COURSE INFORMATION

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
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. No mandatory meeting is required.

**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).

**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 project.

**COURSE DEN**

This course will conducted both 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

**CLASS TECHNOLOGIES**

**ASSIGNMENTS**

**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.

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

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 the 1, 2, and 3 learning goals of the course.

**Participation**

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 final grade; if you miss the deadline of a project, I will deduct 3 points from your final 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 course 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:

- **Projects (2)**: 50 points
- **Quizzes**: 30 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, 6.3-9 (Content Marketing)

- Syllabus Review;
- Assignments: Wolf Pact quiz due;
- Discussions: Introduction to Social Media Marketing
- Watch video by Kevin David: https://www.youtube.com/watch?v=94K-CxKNVkJ
- Required readings: Chapter 1. Party-On- Quiz 1
- Required readings: Chapter 2. Content Marketing- Quiz 2
- Required readings: Chapter 3. Facebook- Quiz 3
- Required readings: Chapter 5. Twitter- Quiz 5
- Watch video: https://www.lilachbullock.com/content-marketing-roi/

WEEK 2, 6.10-16 (FOCUS: SMM CAMPAIGNS)

- Required readings: Chapter 4. LinkedIn- Quiz 4
- Required readings: Chapter 6. Instagram- Quiz 6
- Required readings: Chapter 7. YouTube-Quiz 7
- Discussions: social media marketing campaigns
- Watch video: Google Ads: https://www.youtube.com/watch?v=DAaDRvJaZBY
- Watch video: LinkedIn: https://www.youtube.com/watch?v=V1TbRbCUH2g
- Recommended Article: https://www.lilachbullock.com/combin-instagram-growth-strategy/

- Project #1: Content Analysis Essay (RRI on Twitter) due on June 13.

WEEK 3, 6.17-23 (FOCUS: SEO)

- Required readings: Chapter 8. Pinterest- Quiz 8
- Required readings: Chapter 9. Local SEO and Review Marketing- Quiz 9
- Discussions: Search Engine Optimization (SEO)
- Recommended Article: https://ahrefs.com/blog/google-index/?MessageRunDetailID=222286164&PostID=5397911&utm_source=rasa_io
- Video: https://www.youtube.com/watch?v=_2P-l57clHg
- Video: https://www.youtube.com/watch?v=MECDmGL3ZcF

- Project #2: SEO Essay due on June 23.
WEEK 4, 6.24-27 (FOCUS: EMAIL MARKETING)
- Required readings: Chapter 10: Email Marketing- Quiz 10
- Required readings: Chapter 11: Epilogue
- Recommended readings: Articles on Email Marketing Module
- Discussion: Email marketing
- Assignments: Course Evaluation and Peer Evaluation due
- Assignments: Final Exam (open from 8 am 6.21 and closes at 11:30 pm 6.26)

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.
Appendix:

GUIDELINE FOR PROJECTS

The two projects are individual work and must be done individually. Please follow the guideline for each project. For each project you will have one opportunity to receive my feedback on your draft and revise your essay accordingly. I will grade the revised essay.

Guideline for Project #1: Content Analysis Essay (RRI on Twitter) (25 points)

Please follow the steps when conducting this project:

1. Everyone is required to set up an account with Twitter in the first week and follow Resources Rights Initiatives (RRI) [https://twitter.com/RightsResources].
2. You will track the activities of RRI on Twitter and read/understand the content/tweets posted from Jan. 1 to June 1, 2019.
3. You are encouraged to interact with the account manager or tweets producer of the organization as a fan, but don't be obtrusive, e.g. don't identify yourself as a student working on an assignment, at least in the beginning.
4. Evaluate content effectiveness (e.g., their tweets and pictures) based on what you have learned from chapters 2 (Content) and 4 (Twitter), and plan to organize your findings into an essay.
5. Write an essay of 800-1200 words. The essay should include all the five sections:
   - **Section 1**: Overview of the content in the past five months: what tweets/pictures do they post? How actively etc. Please try to categorize the content into several groups and label the groups correctly. (200 words)
   - **Section 2**: Content Evaluation: explain if the content is appropriate for the organization? Should there be more/less? Is it useful? (200-300 words)
   - **Section 3**: Analysis of RRI’s presence over time and find some three to five important trends. (200 words)
   - **Section 4**: Competitor analysis. What are its major competitors on Twitter? Pick two to three competitors and compare their differences and similarities in tweeting strategies. (200-300 words)
   - **Section 5**: Provide five to ten suggestions or alternative strategies that may benefit RRI and other non-profit organizations. What would you change? How would you improve RRI’s content? Be realistic in terms of budget constraints. (300 words)

Guideline for Project #2: Search Engine Optimization (SEO) Essay (25 points)

Please read the text chapter 9, articles and watch the videos (can be found in SEO Module of Content) and make sure you understand the materials well. Then write an essay of 800-1200 words about search engine optimization. Your essay should include the following five sections:
• Section 1: Define SEO and discuss why SEO is so important to social media & online marketing today. This section should cover the information from both the articles and textbook. You will show your thoughts and ideas as well. (200 words)

• Section 2: Introduce five to ten most important SEO strategies that successful companies are using in the industry. For each strategy, find one company that has used the strategy successfully and explain in detail how the strategy has helped the company achieve its goals. (300-400 words).

• Section 3: Introduce five to ten most important SEO tools that marketing companies/experts recommend to businesses. For each tool, explain how the tool can be used to optimize the search engine results. (300 words)

• Section 4: Discuss some dos and don’ts about SEO strategies and tools (separately). (200 words)

• Section 5: Highlight five to ten takeaways for social media & online marketers (100 words).

Grading Rubrics for the Two Projects:

Each section is worth 5 points and the total points of each project is 255 points. A grade can be assigned according to the following evaluation criteria:

• **Outstanding (4.5-5= 90% and above):** Essay is submitted in a timely and complete manner. Content analysis reflect exceptional preparation and excellent application of text knowledge. Ideas are nearly always important regarding social media & online marketing. Essay is well-written without any grammatical errors or typos.

• **Good (4-4.49=80-89%):** Essay is submitted in a timely and complete manner. Content analysis reflect thorough preparation and good application of text knowledge. Most ideas are important regarding social media marketing. Essay is well-written with some minor grammatical errors or typos.

• **Adequate (3.5-3.99=70-79%):** Essay is submitted in a timely manner. Content analysis reflect minimum preparation and some application of text knowledge. Some ideas are important regarding social media marketing. Essay is complete with several grammatical errors and/or typos.

• **Poor (3-3.49=60-69%):** Essay is submitted in a timely manner. Content analysis reflect minimum preparation and some application of text knowledge. Some ideas are important regarding social media marketing. Essay is poorly written with many errors and/or typos.