INSTRUCTOR INFORMATION
Name: Jack Wei, Ph.D.
Classroom: Ed Ctr - EDUCATION CENTER
Office Location: Miller Hall Room 2307
Office Hours: Thursday and/or Friday 10:00 am to 3:00 pm
Online Office Hours: Mon-Friday 10:00 am to 1:00 pm; 9:00-10.00 pm or by appointment. I will not be online on weekends or holidays.

CONTACT INFORMATION:
Phone: 678-839-5026 (Office) and 404-452-4119 (cell)
School Email: jwei@westga.edu
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 51%-94% online. There are three mandatory meetings during the semester and ALL students are required to attend the three meetings. The first meeting is on Aug. 15. The second
meeting is on **Oct. 10** after fall break. The last meeting is on **Dec. 10** when all students are mandated to take the final exam in the classroom.

**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**

Please do not be late for the three meetings. No late submission is accepted including quizzes, project papers and final exam. Please inform me if you do not have access to the CourseDen to take a test or turn in a paper. For any emergency reasons 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 without any emails before the deadline. This holds particularly true for the tests and the project.

**COURSEDEN**

This course will be conducted both in the classroom and on CourseDen. Chapter quizzes will be available on CourseDen, but final exam will be available in the classroom only.

**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 from one chapter and worth 2 points. 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.

**Projects** (Individual, 50%)

There are three projects that deal with three major topics on social media & online marketing: Twitter marketing, search engine optimization (SEO), and email marketing respectively. All the projects must be done individually.

**Project 1: Twitter Marketing Project (20%)**

Social Networking Sites (SNS) platforms are very important to many businesses today. This project selects Twitter because it is one of the most popular SNS platforms. To start, each person is required to set up an account with Twitter in the first week. But if you already have an account, you can use the existing account for the project. Please follow me after you set up accounts (search my handle @jwei2013 for Twitter) and I will follow back. Then follow the sites of the three
firms/brands from the five brands/firms (*Walt Disney World, Nike, Starbucks, World Economic Forum, and Whole Foods Market*). You can select to follow all the five firms/brands if you like but your essay will cover just three of them, any three of the five.

During the semester, you will log on the account and track the activities of the selected firms/brands on Twitter for six weeks (from 8/14 to 9/22). Tracking means that you visit their Twitter pages as often as possible to stay up with them, watch the videos, click the links, and study the content posted by them. You will evaluate content effectiveness (e.g., their tweets, videos and/or pictures) based on what you learn from the textbook (mainly chapter 2 and chapter 5) and external materials through discussion, and write an essay. So please read Chapter 2 (Content Marketing) and Chapter 5 (Twitter) carefully to understand the materials well. In addition, you will watch videos and read the blogs/articles (links posted on M11 Content Marketing and M18 Twitter Marketing) before you write the essay. Your essay should cover the following topics:

A. Summarizing the content for the past six weeks and describing the major tweets/pictures they have posted.
B. Evaluating the Twitter activities of the selected firms.
C. Analyzing the firms’ Twitter presence over time and discuss some major trends.
D. Offering suggestions or alternative strategies for the firms.

Read the project instructions (see Appendix) carefully and follow the steps when doing the project. The project is due on September 29. No late submission is accepted.

This assignment connects to all learning goals of the course.

**Project 2: Search Engine Optimization Project (15%)**

SEO is another very important area of online marketing because it involves the understanding of competition and consumer needs and wants. This project requires students to study Chapter 9, read the materials (M17 folder), watch the videos on SEO posted on Content, and write an essay. The project is due on 11/10. Please find a detailed guide for the project in Appendix-Guideline for Projects.

This assignment connects to all learning goals of the course.

**Project 3: Email Marketing Project (15%).**

Email marketing is gaining more importance in digital and B2C marketing today. This project requires students to study Chapter 10, read the materials (blogs and articles of M12 folder), watch the videos posted on Content, and then write an essay (max. 1000 words). For the detailed instructions on the projects, please check Appendix-Guideline for Projects. The project is due on Dec. 6.

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. Students will take the final exam in the classroom on Dec. 10. 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 (10%)  

Both in-class and online attendance are required throughout the semester. You are required to attend the in-class meetings on Thursday and sign the attendance sheet. Online attendance requires you to log on 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 attend one meeting without notifying me in advance, you will lose five points deducted from the final grade. 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:

- **Quizzes**: 20 points
- **Final exam**: 20 points
- **Project 1 Facebook Ad Project**: 30 points
- **Project 2 Search Engine Optimization**: 10 points
- **Project 3 Email Marketing**: 10 points
- **Participation**: 10 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, 8.14-18 (IN-CLASS MEETING ON 15)**
- Required readings: syllabus review; answer your questions
- Assignments: Wolf Pact quiz due on Aug. 18
- Required Tasks: Setting up Twitter account
- Project 1 starts: Twitter Marketing project
- Discussions: Introduction to Social Media Marketing

**WEEK 2, 8.19-25 (ONLINE)**
- Required readings: Chapter 1. Party-On
- Assignments: Quiz 1 due
- Watch video by Kevin David: [https://www.youtube.com/watch?v=94K-CxKNVk0](https://www.youtube.com/watch?v=94K-CxKNVk0)
- Discussions: social media platforms

**WEEK 3, 8.26-9.1 (ONLINE)**
- Required readings: Chapter 2. Content Marketing
- Required readings: [https://www.lilachbullock.com/content-marketing-roi/](https://www.lilachbullock.com/content-marketing-roi/)
- Assignments: Quiz 2
- Discussions: Content marketing

**9.2 LABOR DAY, NO CLASS**

**WEEK 4, 9.3-8 (ONLINE)**
- Required readings: Chapter 3. Facebook
- Watch Ruan’s video: [https://www.youtube.com/watch?v=sxgDwSto3mM](https://www.youtube.com/watch?v=sxgDwSto3mM)
- Watch David’s video: [https://www.youtube.com/watch?v=iR6ATUw0BIU](https://www.youtube.com/watch?v=iR6ATUw0BIU)
- Assignments: Quiz 3
- Discussion: Facebook Marketing

**WEEK 5, 9.9-15 (ONLINE)**
- Required readings: Chapter 4. LinkedIn
- Assignments: Quiz 4
- Watch video on LinkedIn: [https://www.youtube.com/watch?v=V1TbRbCUH2g](https://www.youtube.com/watch?v=V1TbRbCUH2g)
- Discussion: LinkedIn Marketing
WEEK 6, 9.16-22 (ONLINE)
- Required readings: Chapter 5. Twitter
- Assignments: Quiz 5
- Discussion: Twitter & Micro-blogging Marketing

WEEK 7, 9.23-29 (ONLINE)
- Required readings: Chapter 5. Twitter (continued)
- Assignments: Writing Essay
- Discussion: Twitter & Micro-blogging Marketing
- **Project 1: Twitter Marketing Project due on 9/29.**

WEEK 8, 9.30-10.6 (OCT.3-4 FALL BREAK, NO CLASS)
- Required readings: Chapter 6. Instagram
- Recommended webinar: Creating the ultimate Instagram marketing strategy
  - [https://www.youtube.com/watch?v=qOS60NLUSck](https://www.youtube.com/watch?v=qOS60NLUSck)

WEEK 9, 10.7-13 (IN-CLASS MEETING ON 10)
- Required readings: Chapter 6. Instagram
- Assignments: Quiz 6
- Discussion: Instagram Marketing (visual tools)

WEEK 10, 10.14-20 (ONLINE)
- Required readings: Chapter 7. YouTube
- Assignments: Quiz 7
- Discussion: Marketing on YouTube and Ted Talks

WEEK 11, 10.21-27 (ONLINE)
- Required readings: Chapter 8. Pinterest
- Assignments: Quiz 8
- Discussion: Pinterest Marketing

WEEK 12, 10.28-11.3 (ONLINE)
- Required readings: Chapter 9. Local SEO and Review Marketing
- Assignments: Quiz 9
- Video: [https://www.youtube.com/watch?v=2P-L57clHg](https://www.youtube.com/watch?v=2P-L57clHg)
- Video: [https://www.youtube.com/watch?v=MEDCmGL3ZcE](https://www.youtube.com/watch?v=MEDCmGL3ZcE)
- Discussion: SEO and review marketing
• Project 2 starts: Search Engine Optimization (SEO)

**WEEK 13, 11.4-10 (ONLINE)**
• Required readings: Chapter 9. Local SEO and Review Marketing (continued.)
• **Project 2: Search Engine Optimization (SEO) is due on 11/10.**

**WEEK 14, 11.11-17 (ONLINE)**
• Required readings: Chapter 10: Email Marketing
• Assignments: Quiz 10
• Discussion: email marketing
• Project 2 starts: email marketing

**WEEK 15, 11.18-24 (ONLINE)**
• Required readings: Chapter 11: Epilogue
• Required readings: Google Index: https://ahrefs.com/blog/google-index/?MessageRunDetailID=222286164&PostID=5397911&utm_source=rasa_io
• Watch video: Google Ads: https://www.youtube.com/watch?v=DAaDRvJaZBY

**11.25-30 (THANKSGIVING HOLIDAY NO CLASS)**

**WEEK 16, 12.2-6 (CLASS ENDS ON 12.6)**
• Assignments: Course Evaluation due
• **Project 3: Email Marketing is due on 12/6.**

**WEEK 17, 12.7-13 FINAL EXAM (MANDATORY IN-CLASS FINAL EXAM DEC. 10)**
• Required readings: all chapters
• Assignments: **Final Exam (in-class)**

[12.14 Graduation-Saturday; 12.16 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.