INSTRUCTOR INFORMATION

Name: Jack Wei, Ph.D.
Classroom: Miller Hall 2202
Class time: 12:30 pm -1:45pm
Office Location: Miller Hall Room 2307
Office Hours: Thursday and/or Friday 10:30 am to 3:30 pm
Online Office Hours: Monday, Tuesday, Wednesday 10:00 am to 12:30 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 online 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 the 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 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 six mandatory meetings during the semester and ALL students are required to attend the four meetings.
The first meeting is on January 9.
The second meeting is on Jan. 16.
The third meeting is on Feb. 6.
The fourth meeting is on Feb. 20.
The fifth meeting is on March 12.
The last meeting is on April 24.

**LEARNING GOALS**

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

**FIRST GOAL**

Know the differences and relationship 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 and online marketing decision processes.

**SECOND GOAL**

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 strategies.

**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 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 email notification 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 the 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

**ASSIGNMENTS**

**Quizzes** (Individual, 30%)

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 is worth 3 points. Please plan to take all quizzes on 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.

**Term Project** (Group, 40%)

Social Networking Sites (SNS) platforms are very important to many businesses and organizations today. This term project requires the class to conduct social media and online marketing for West Georgia Habitat for Humanity (WGHH) and raise funds for the non-profit organization during the
semester. WGHH is located in Carrollton, GA. The website is: https://westgahabitat.org/. Please visit the website for more information on the organization.

The WGHH landing page is: https://westgahabitat.org/how-to-help/donate/

The purpose of this project is three fold: to reach more young graduates/professionals and engage them on four social media platforms and through email marketing campaigns; to promote the organization’s missions and values; and to raise monetary donations (minimum $2,500) for the organization.

The target market of this social media & online marketing project is young college graduates and professionals.

Budget for this project: we will use available free online resources for this project. Students will not receive any compensation for their work except for the course credits as stipulated in the course syllabus.

The hands-on project will be divided into seven sub-projects that deal with seven major topics on social media & online marketing: Facebook marketing, Instagram marketing, LinkedIn marketing, Twitter marketing, Search Engine and YouTube marketing, Email marketing, and Marketing Analytics respectively. The class will be split into seven teams and each team will do one subproject. Each team will have maximum 5 members and you can form a team during the first week. After a team is formed, all team members should work together until the project is completed. All the subprojects must be done following the instructions below.

To start, teams should read the WGHH’s Brand User Guide - A Resource for Sharing the Habitat for Humanity Story (U.S. EDITION JANUARY 2018) carefully and understand all its policies on how to use the brand on media. Teams must strictly follow those policies when creating and publishing any content on the social media accounts, search engines and in the emails. Before teams post any content or send emails, forward the content materials (tweets, images, emails and videos) to me for approval. I will forward the information to the program Director of WGHH to approve them and then you can send them out or publish them. The approval may take three business days so you will prepare the content draft at least two weeks before you actually post them on the account.

Four Phases of the Project

This term project consists of four phases starting from January 6 and ending on April 25. All teams will design its marketing activities following the 4-phase timeline and complete those specific tasks for each phase in time. Teams’ work for each phase will be graded according to the performance evaluation criteria (see Appendix) for each phase respectively. Teams will be penalized for uncompleted work in any phase.

Phase 1: Account Set Up and Profile/bio Editing (5%)

- Time: January 6 to 19 (2 weeks). The deadline is Jan. 19.

Phase 2: Content Creation and Management (10%)
• Time: January 21 to Feb. 16 (4 weeks). **The deadline is Feb. 16.**

**Phase 3: Promotion and Growth (10%)**

• Time: Feb. 17-March 15 (4 weeks). **The deadline is March 15.**

**Phase 4: Site Mature and Promotion operate in fling (10%)**

• Time: March 23-April 24 (4 weeks). **The deadline is April 24.**
• Project Presentation on April 24. All teams must attend and present their summary in the classroom. The director of WGHH will attend the wrap-up meeting.

**Project Summary (5%)**

At the end of the semester, each team will turn in a project wrap-up summary. In the summary, the group will summarize the decisions and adjustments made in each phase, the analysis of the results and your progress, and some most important takeaways from the project. The summary much include three specific things. First, it must explain how you divided the work and worked together to get the project done. Second, it must explain the most difficult parts of the project, and how you overcame the difficulties in the process. Third, it must explain how you applied what you had learned from the textbook and the materials of the modules to your project. The summary should both demonstrate that your group members are putting significant thought and consideration into your project as well to explain what they have learned from mistakes made. The summary is due on April 24. It will be in a form of PPT slides (max. 50 slides). Each team will submit one copy to the folder on Assessment and present the summary in the classroom.

**Sub-Project 1: Facebook Marketing Project**

WGHH has set an account on Facebook. This is the link.


This sub-project will require the team to use the most recent marketing strategies and tactics to promote WGHH on the platform and raise funds for it. Specifically, the team will first create one group and recruit as many members as possible; then identify 10 groups on Facebook and join them. Second, the team will work on the WGHH’s business page and improve it. Third, the team will try to build relationship with the new group members, posting original content to engage them. Fourth, the team will promote the organization’s missions, values, and goals throughout the semester by posting creative messages and videos and interacting with followers several times on a weekly basis. The team will try to actively engage the target market and encourage members to donate to the organization. By the end of April 2020, the team will raise at minimum $500 for WGHH.

Before you begin the project, please find detailed guides for the project in Appendix and on the CourseDen Discussions and read them carefully. Please read Chapter 3 and understand the
materials well. In addition, you will watch videos and read the blogs/articles (links posted on M11 Facebook Marketing) before you begin the project. Apply what you have learned to the project.

This assignment connects to all learning goals of the course.

**Sub-Project 2: Instagram Marketing Project**

WGHH does have an account on Instagram. Search for @westgahabitat on Instagram and you will find it. The team will manage the account routinely, create effective content (both images and videos) based on the WGHH’s missions, values and goals, and recruit as many followers as possible. In addition, the team will recruit and engage many followers by interacting with them frequently throughout the semester, and encourage them to donate to the organization. By the end of April 2020, the team will recruit minimum new 100 followers and raise at minimum $500 for WGHH.

Before you begin the project, please find detailed guides for the project in Appendix and on the CourseDen Discussions and read them carefully. Please read Chapter 6 and understand the materials well. In addition, you will watch videos and read the blogs/articles (links posted on M15 Instagram Marketing and other modules) before you begin the project. Apply what you have learned to the project.

This assignment connects to all learning goals of the course.

**Sub-Project 3: LinkedIn Marketing Project**

WGHH does not have an account with LinkedIn yet. This subproject requires the team to open an account for WGHH with LinkedIn, manage the account routinely, join as many groups as possible on the platform (50-100 groups), use tactics and tools to build relationships with individual users/followers, and invite as many people as possible to join the WGHH group. You will create effective content based on the WGHH’s missions, values and goals for the account, post your original messages or videos on the platform regularly, send messages to some selected followers several times a week, and encourage them to donate to WGHH. By the end of the semester, the team will recruit at least 100 followers and raise at minimum $500 for WGHH.

Before you begin the project, please find detailed guides for the project in Appendix and on the CourseDen Discussions and read them carefully. Read Chapter 4 to understand the materials, study the blogs/articles posted on M16 (LinkedIn Marketing) and other modules. Apply what you have learned to the project.

This assignment connects to all learning goals of the course.
Sub-Project 4: Twitter Marketing Project

Twitter is one of the most popular SNS platforms. WGHH has an account with Twitter (@WG_HFH). This project requires the team to conduct content marketing for WGHH on Twitter. You will create effective content (unique and catchy messages, images and videos) based on WGHH’s missions, values and goals, expose WGHH to other people on Twitter, and build relationships with followers and non-followers through interacting with them three times a week. You will follow many accounts (of both businesses and individuals), study the content of other non-profit organizations and for-profit companies to know and learn their marketing strategies. You will use many tools to engage followers and potential donors and convert them to donors. By the end of April 2020, the team will recruit at least 100 followers and raise at minimum $500 for WGHH.

Before you begin the project, please find detailed guides for the project in Appendix and on the CourseDen Discussions and read them carefully. Students need to study Chapters 2 and 8, the additional materials in M11, M18 and other folders, and watch the videos.

This assignment connects to all learning goals of the course.

Sub-Project 5: Search Engine and YouTube Marketing Project

SEO is another very important area of online marketing because it involves the understanding of competition and consumers’ needs and wants. YouTube is the most popular social media platform in the world and a useful channel for non-profit marketing. This project will first require the team to set up a Google My Business account for WGHH and enlist some positive reviews for the organization. This project then requires the team to use their personal YouTube channels to fundraise for WGHH through YouTube Donation Card. The team members will create some videos about WGHH and its missions, values and goals, set up a YouTube Donation Card for the videos to fundraise for WGHH, and invite other people to use the card to fundraise for WGHH as well. The goal is to raise at minimum $500 by the end of April 2020.

Before you begin the project, please find detailed guides for the project in Appendix and on the CourseDen Discussions and read them carefully. Students need to study Chapters 7 and 9, and the additional materials in M17, M19 and other module folders.

This assignment connects to all learning goals of the course.

Project 6: Email Marketing Project.

Email marketing is gaining more importance in digital and B2C marketing today. This project requires students to use effective email marketing strategies and email marketing tools to design three waves of email marketing campaigns for WGHH. Specifically, you will first set up an email marketing system and select one or two tools for your purpose. Then you will build an email list
by inviting people to sign up. You will create effective email messages (stories or videos) and deliver your messages to the list. The goal is to raise minimum $500 for WGHH at the end of April 2020. You can collaborate with the Twitter team (other teams if applicable) and use the email addresses they collect for your campaigns.

Before you begin the project, please find detailed guides for the project in Appendix and on the CourseDen Discussions and read them carefully. Students need to study Chapter 10, the additional materials in M12 and other module folders, and apply what you have learned to the project.

This assignment connects to all learning goals of the course.

**Project 7: Marketing Analytics Project**

This project will require the team to install analytics tools on the Facebook, Instagram, LinkedIn, Twitter accounts of WGHH and run the analytics regularly. After the other four teams have completed their projects and accounts available, the team will first install the correct analytics tools on the platforms if the platform does not have one; and then run the initial analysis on the platforms to make sure the Analytics tools work well on the accounts. The team will run the analytics every week and every month and report the findings to me and share the results with other four teams every month. Although the team does not have to raise an amount of donation each month, it will write a monthly report to share the results with the class and provide meaningful recommendations for team to adjust or change their strategies/tactics on the platform. Therefore, the team’s work is very helpful to other teams when improving their marketing effectiveness.

Before you begin the project, please find detailed guides for the project in Appendix and on the CourseDen Discussions and read them carefully. Students need to study Chapter 10, the additional materials in M4 and M8 (Marketing analytics) and other folders on Content, and watch the videos relevant to the topic.

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**: 30 points
- **Final exam**: 20 points
- **Term Project**: 40 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, 1.4-12 (IN-CLASS MEETING ON 1/9)
- Required readings: syllabus review; answer your questions
- Assignments: Wolf Pact quiz due on January 12
- Required Tasks: buying textbook and setting up accounts
- Term Project starts: Introduction to term project
- Discussions: Introduction to the WGHH project

WEEK 2, 1.13-19 (IN-CLASS MEETING ON 1/16)
- Required readings: Chapter 1. Party-On
- Assignments: Quiz 1 due
- Discussions: Term project
- Jan. 20. MLK day offline.

WEEK 3, 1.21-26 (ONLINE)
- Required readings: Chapter 2. Content Marketing
- Required readings: https://www.lilachbullock.com/content-marketing-roi/
- Assignments: Quiz 2
- Discussions: Term Project

WEEK 4, 1.27-2.2 (ONLINE)
- Required readings: Chapter 3. Facebook
- Watch Ruan’s video: https://www.youtube.com/watch?v=sxgDwSto3mM
- Assignments: Quiz 3
- Discussion: Term Project

WEEK 5, 2.3-9 (MANDATORY MEETING ON FEB.6)
- Required readings: Chapter 4. LinkedIn
- Assignments: Quiz 4
- Watch video on LinkedIn: https://www.youtube.com/watch?v=V1TbRbCUH2g
- Discussion: Term Project

WEEK 6, 2.10-16 (ONLINE)
- Required readings: Chapter 5. Twitter
- Assignments: Quiz 5
- Discussion: Term Project
WEEK 7, 2.17-23 (MANDATORY MEETING ON FEB. 20)

- Required readings: Chapter 6. Instagram
- Recommended webinar: Creating the ultimate Instagram marketing strategy
  - https://www.youtube.com/watch?v=qOS60NLUSck.
- Assignments: Quiz 6
- Discussion: Term Project

WEEK 8, 2.24-3.1 (ONLINE)

- Required readings: Chapter 7. YouTube
- Assignments: Quiz 7
- Discussion: Term Project

WEEK 9, 3.2-8 (ONLINE)

- Required readings: Chapter 8. Pinterest
- Assignments: Quiz 8
- Discussion: Term Project

WEEK 10, 3.9-15 (MANDATORY MEETING ON MARCH 12)

- Required readings: Chapter 9. Local SEO and Review Marketing
- Assignments: Quiz 9
- Video: https://www.youtube.com/watch?v=2P-l57clHg
- Video: https://www.youtube.com/watch?v=MEDCmGL3ZcE
- Discussion: Term Project

WEEK 11, 3.16-22 (SPRING BREAK, NO CLASS)

WEEK 12, 3.23-29 (ONLINE)

- Required readings: Chapter 9. Local SEO and Review Marketing (continued.)
- Discussion: Term Project

WEEK 13, 3.30-4.5 (ONLINE)

- Required readings: Chapter 10: Email Marketing
- Assignments: Quiz 10
- Discussion: Term Project

WEEK 14, 4.6-12 (ONLINE)

- Required readings: Chapter 11: Epilogue
- Watch video: Google Ads: https://www.youtube.com/watch?v=DAaDRyJaZBY
- Discussion: Term Project
WEEK 15, 4.13-19 (ONLINE)
• Discussion: Term Project

WEEK 16, 4.20-26 (MANDATORY MEETING ON 24)
• Project presentation on April 24.
• Class ends on April 26
• Assignments: Course Evaluation due

WEEK 17, 4.27-29 FINAL EXAM (ONLINE)
• Reading Day: all chapters
• Assignments: Final Exam (open from 8 pm on 4.24 to 11:30 pm on 4.29)

[5.7 Graduation-Thursday; 5.11 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.

Appendix

Instructions on Seven Sub-Projects by Phase can be found on CourseDen.