INSTRUCTOR INFORMATION
Name: Jack Wei, Ph.D.
Classroom: Miller Hall 2201
Class time: 11:00 am to 12:15 pm
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, and/or 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 seven mandatory meetings during the semester and ALL students are required to attend the meetings.

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 Amzon.com is around $36. The UWG bookstore does not have the books so you will 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 mandatory meetings. No late submission is accepted including quizzes, simulation games, and final exam. Please inform me if you do not have access to
the CourseDen to take a test. 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 simulation.

**COURSEDen**

This course will be conducted in the classroom, *MarketPlace* Simulation site, and on CourseDen. Chapter quizzes and final exam will be available only 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, 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 worth 3 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.

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

The final exam is a comprehensive one covering all the chapters. All the questions are multiple choice questions like quizzes. Students will take the final exam online (CourseDen). 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.

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

The simulation is called *Strategic e-Commerce* developed by *MarketPlace* Simulation (the website is: https://game.ilsworld.com). The simulation consists of six quarters. Each quarter
requires a team to perform different tasks involving both traditional and online marketing decisions. The decisions are very close to the real world business and marketing decisions. You will submit the decisions before the deadlines and then receive some results (performance scorecard). While there will be some dividing within the group of the work for the decisions for the MarketPlace Simulation, I would have entire group reading/reviewing the decisions made. The first two quarter’s tasks mainly involve the setting up your own business so there will be no performance results but just your investment. You will receive 3 points if you complete each of the two quarters before the deadline. You will receive the performance from the third quarter on, thus the four quarters (Q3 to Q6) will be graded based on your performance scores and ranking. After each team submits its decisions, the system will process your decisions and produce a balanced performance scorecard.

Table 1 Strategic e-Commerce Simulation Games

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Decision Tasks</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Organize the firm and set up shop</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Go to test market</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>Skillful adjustment and market expansion</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>Invest in the future</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Expand the business strategy</td>
<td>7</td>
</tr>
<tr>
<td>6</td>
<td>Refine the business strategy</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Game Summary</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>40</td>
</tr>
</tbody>
</table>

Note: Do Not Miss A Quarterly Deadline for Submitting a Decision: For the simulation to work properly all teams must make the decisions for all quarters in time. All decisions must be turned in by the deadlines set for each quarter. If any team misses a deadline for a quarter, the simulation cannot progress for the class. The first time a team is late submitting their decision, all members of that team will incur a 5-point deduction in their simulation grade for first deadline missed.

**Computation of Team Simulation Performance.** A Balanced Performance Scorecard will be used to measure your team’s performance. The Scorecard includes items such as financial performance, market performance, marketing effectiveness, future investment and creation of wealth. A total performance score (called total performance in MarketPlace) will be computed for each team as well. At the end of the simulation quarter, each team will be ranked in the order of performance for the total performance score. Your team grade will be assigned depending upon your team’s ranking and the actual performance score (Table 2).

In setting individual grades, I will look at the Standard Peer Evaluation (in MarketPlace). The evaluation will be conducted individually addressing the areas of responsibility within the simulation for each member and their contribution to the team’s performance. Please do your peer evaluation from April 1 to 8 in MarketPlace. Each member’s individual grade will be determined based on the group’s Peer Evaluation. Members who receive low peer evaluation will not receive the same grades for the MarketPlace Simulation Project elements.
Table 2: Total Performance Scorecard Ranking and Grade

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Grade (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Full points (100%)</td>
</tr>
<tr>
<td>#2</td>
<td>95% of the full points</td>
</tr>
<tr>
<td>#3</td>
<td>90% of the full points</td>
</tr>
<tr>
<td>#4</td>
<td>85% of the full points</td>
</tr>
<tr>
<td>#5</td>
<td>80% of the full points</td>
</tr>
<tr>
<td>#6</td>
<td>75% of the full points</td>
</tr>
<tr>
<td>#7</td>
<td>70% of the full points</td>
</tr>
</tbody>
</table>

**Simulation Game Summary (Group, 5%)**
Each team will write a summary after the 6 quarters are played. In the summary, the group will summarize the decisions and adjustments made in each quarter, the analysis of the results and your progress, and some most important takeaways from the simulation assignment. The summary must include three specific things. First, it must explain how you analyzed the consumer data and used the information when you made the decisions. Second, it must analyze the competition and explain how competition affected your decisions. Third, it must explain how you applied what you had learned from the textbook to your game decisions. Use some important marketing theories or best practices from the textbook to justify your strategic decisions. The summary should both demonstrate that the teams are putting significant thought and consideration into their decisions as well to explain what they have learned from mistakes made. The summary will be in a form of PPT slides (max. 50 slides). Submit it to the folder on Assessment.

This assignment connects to all 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 more than two mandatory meetings without notifying me in advance, you will lose five points for each absence 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.

**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
Project 1 Content/Twitter Marketing: 20 points
Project 2 Simulation Games: 30 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
- Sign Up for the Strategic e-Commerce Simulation on MarketPlace (see Appendix).
- Discussion: Introduction to Social Media & Online Marketing

WEEK 2, 1.13-19 (ONLINE)
- Required readings: Chapter 1. Party-On
- Assignments: Quiz 1 due
- Watch video by Kevin David: https://www.youtube.com/watch?v=94K-CxKNVk0
- Discussion: Strategic e-Commerce Simulation
- 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: Strategic e-Commerce Simulation

WEEK 4, 1.27-2.2 (IN-CLASS MEETING ON 1/30)
- Required readings: Chapter 3. Facebook
- Watch Ruan’s video: https://www.youtube.com/watch?v=sxgDwSto3mM
- Assignments: Quiz 3
- Discussion: Strategic e-Commerce Simulation
- Simulation Project Quarter 1 Decisions due on Feb. 2
WEEK 5, 2.3-9 (ONLINE)

- Required readings: Chapter 4. LinkedIn
- Assignments: Quiz 4
- Watch video on LinkedIn: https://www.youtube.com/watch?v=V1TbRbCUH2g
- Discussion: Strategic e-Commerce Simulation

WEEK 6, 2.10-16 (IN-CLASS MEETING ON 2/13)

- Required readings: Chapter 5. Twitter
- Assignments: Quiz 5
- Discussion: Strategic e-Commerce Simulation
- Simulation Project Quarter 2 Decisions due on Feb. 16

WEEK 7, 2.17-23 (ONLINE)

- Required readings: Chapter 6. Instagram
- Recommended webinar: Creating the ultimate Instagram marketing strategy
  https://www.youtube.com/watch?v=qOS60NLUSek.
- Discussion: Strategic e-Commerce Simulation
- Assignments: Quiz 6

WEEK 8, 2.24-3.1 (IN-CLASS MEETING ON 2/27)

- Required readings: Chapter 7. YouTube
- Assignments: Quiz 7
- Discussion: Strategic e-Commerce Simulation
- Simulation Project Quarter 3 Decisions due on March 1.

WEEK 9, 3.2-8 (ONLINE)

- Required readings: Chapter 8. Pinterest
- Assignments: Quiz 8
- Discussion: Strategic e-Commerce Simulation

WEEK 10, 3.9-15 (IN-CLASS MEETING ON 3/12)

- Required readings: Chapter 9. Local SEO and Review Marketing
- Assignments: Quiz 9
- Video: https://www.youtube.com/watch?v=_2P-l57clHg
- Discussion: Strategic e-Commerce Simulation
- Simulation Project Quarter 4 Decisions due on March 15.

WEEK 11, 3.16-22 (SPRING BREAK, NO CLASS)
WEEK 12, 3.23-29 (IN-CLASS MEETING ON 3/26)

- Required readings: Chapter 10: Email Marketing
- Assignments: Quiz 10
- Discussion: Strategic e-Commerce Simulation
  - Simulation Project Quarter 5 Decisions due on March 29.

WEEK 13, 3.30-4.5 (ONLINE)

- Required readings: Chapter 10: Email Marketing (continue)
- Assignments: Quiz 10
- Discussion: Strategic e-Commerce Simulation

WEEK 14, 4.6-12 (ONLINE)

- Required readings: Chapter 11: Epilogue
- Required readings: Google Index: https://ahrefs.com/blog/google-index/?MessageRunDetailID=222286164&PostID=5397911&utm_source=rasa_io
- Discussion: Strategic e-Commerce Simulation

WEEK 15, 4.13-19 (IN-CLASS MEETING ON 4/16)

- Watch video: Google Ads: https://www.youtube.com/watch?v=DAaDRvJaZBY
- Discussion: Strategic e-Commerce Simulation
  - Simulation Project Quarter 6 Decisions due on 4/19.

WEEK 16, 4.20-26 (ONLINE CLASS ENDS ON 4.26)

- Simulation game summary is due on 4/26.
- Course wrap-up.
- Assignments: Course Evaluation due

WEEK 17, 4.27-29 FINAL EXAM (ONLINE)

- Reading Day: all chapters
- 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
Marketplace Simulation Student Sign-up Instructions:

Step 1 – Create Account:
1. Go to https://game.ilsworld.com
2. Click on the “Create a new account” button
   NOTE: You can also sign up using Google, Yahoo, Microsoft, Twitter, or Facebook by following one of the links at the right of this age.
3. Click on the “Student” button, complete the required fields, and click the “Create Account” button.

Step 2 – Purchase License Number
(Skip this step if you already have a license number from your school/instructor.)
1. Go to https://game.ilsworld.com/purchase.php
2. Enter your Game ID into the “Game ID or Virtual Game ID” field.
   Game ID: 05149-00012-85503
   The game id is always presented in an “xxxxx-xxxxx-xxxxx” numeric format with the hyphens (-) required. Then, click “Continue”.
3. Here you will enter your credit card details. The total cost is $45 for the simulation.
4. You will then be given a license number. If you close out of the webpage you will also receive a copy of this license number at the email address that you specify on the credit card information page.
   Note: Use the email address that you check most often (i.e., as the simulation is played outside of the course site, I would use both your CourseDen email and school email).

Step 3 – Join Game: (You will need a license number for this Step. See Step 2 to obtain a license number.)
1. In the “Join a new game” form, enter your Game ID (the game id is always presented in an “xxxxx-xxxxx-xxxxx” numeric format.).  Game ID: 05149-00012-85503
2. Enter your License number. The license number is always presented in a “XX-XXXXXX-XXXX” alpha-numeric format. The hyphens (-) are required.
3. After filling in both the game ID and the license number, you will be able to select your team number.
4. After you create your account and sign up for your game, you are ready to play the simulation game.

Note: The support team is available 7 days a week from 8am to 9pm Monday - Friday and 10am-7pm on Saturday and Sunday, Eastern time. Support email: support@ilsworld.com / Phone: +1 865-522-1946. If it occurs when their office is open (see hours above), please call them; if it occurs when they are not open, you can email them.