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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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 (Principles of Marketing) 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**
Syllabus, MKGT5810-E01, Jack Wei, Summer 2019

No late submission is accepted including quizzes, term project and final exam. 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.

**COURSEDEN & CLASS TECHNOLOGIES**

This course will be conducted on CourseDen only. 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**

**Quizzes** (Individual, 30%)

There are ten quizzes related to the ten chapters. Quizzes are non-cumulative and each consists of 10 multiple-choice items and worth 3 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. I will not reopen it if anyone misses it. Early or make-up final exam is 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.

**Social Media & Online Marketing Plan Project** (Group, 50%)

This project is a group assignment which requires each group to develop a social media & online marketing plan for the UWG Student Health Center (Center hereinafter). The class will be split into two teams with 3 to 5 people each and each team will create an independent marketing plan for the Center.
Each group will evaluate the Center’s social media presence and its current activities/strategies and develop a new social media marketing plan for the Center following the instructions. For more information, click the following links to its website: https://www.westga.edu/health/

The plan should include six sections. The detailed guideline can be found on the Project Module of CourseDen. Each section should include the parts:

- Section 1. Situation Audit (10 points). This section should be less than 300 words.
- Section 2: Strategic Marketing Planning (10 points). This section should be less than 500 words.
  **These two sections are due on June 9 Sunday.**
- Section 3: Marketing Objectives (5 points). This section should be less than 200 words.
- Section 4: Strategy Development and Implementation (10 points). This section should be less than 800 words.
  **These two sections are due on June 16 Sunday.**
- Section 5: Budget (5 points). This section should be less than 200 words.
- Section 6: Effectiveness Evaluation Plan (10 points). This section should be less than 300 words.
  **These two sections are due on June 23 Sunday.**

I will read the first draft of each section and provide some feedback. You will revise your paper and turn it in for more comments if you like. You can also turn the revised paper at the end of the semester. The final project paper (electronic version) is due on 6/26. NO late submissions will be accepted.

This project paper should be in essay form, within 20 pages. 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.

**Submission of Documents**

Submit all the assignments on CourseDen, no hardcopy submission is necessary. If there is a problem with CourseDen, email me a copy. The comments and grades will be provided electronically. If multiple members submit from a team, the last submission will be graded.

**Participation**

Online attendance is required throughout the semester. Please log on the course site at least once per day during the weekdays and inform me if you do not have access to the CourseDen for over five consecutive days or for any emergency reasons so I can try to assist you.
EXTRA CREDIT (1 POINTS)
If you take the Wolf Pact test in the first week, you will get 1 point to be added to your final grade.

Grading
Your grade will be evaluated on the following:

- **Projects**: 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
- Syllabus Review; Team Formation.
- Assignments: Wolf Pact quiz due;
- Discussions: Introduction to Social Media Marketing
- Video by Kevin David: https://www.youtube.com/watch?v=94K-CxKNVk0
- 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 4. LinkedIn- Quiz 4
- Video: https://www.lilachbullock.com/content-marketing-roi/
- Project: Section 1-2 due on June 9.

WEEK 2, 6.10-16
- Required readings: Chapter 5. Twitter- Quiz 5
- Required readings: Chapter 6. Instagram- Quiz 6
- Required readings: Chapter 7. YouTube-Quiz 7
- Video: Google Ads: https://www.youtube.com/watch?v=DAaDRvJaZBY
- Video: LinkedIn: https://www.youtube.com/watch?v=V1TbRbCUH2g
- Project: Section 3-4 due on June 16.

WEEK 3, 6.17-23
- Required readings: Chapter 8. Pinterest- Quiz 8
- Required readings: Chapter 9. Local SEO and Review Marketing- Quiz 9
- Required readings: Chapter 10: Email Marketing- Quiz 10
- 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=MDc3GL3ZcE
- Project: Section 5-6 due on June 23.

WEEK 4, 6.24-27
- Required readings: Chapter 11: Epilogue
- Video: Google Analytics: https://www.youtube.com/watch?v=5K5h_zLbDac
- Article: https://www.lilachbullock.com/measure-social-media-roi/
• Project: final project paper is due on June 26.
• 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.