SOCIAL MEDIA & ONLINE MARKETING-5810-E01

SUMMER/2020, 3 CREDITS, JUN.1- 25 (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:
Phone: 404-452-4119 (cell)
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 and digital platforms. Topics will include an exploration of theory of online Marketing, social media technologies and applications such as Facebook, LinkedIn, Twitter, Instagram, Pinterest, YouTube, etc. The emphasis of this course is on understanding content marketing on social media, the various social media channels and search engines available to marketers, how to build social media and online 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.

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 (2020 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.

COURSE POLICIES

LATE POLICY
No late submission is accepted including term projects 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.
COURSE DEN & CLASS TECHNOLOGIES

This course will be conducted mainly on CourseDen. The final exam will be available on CourseDen. Email Marketing project will be conducted on an email marketing software you select in the first week.

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

This course does not include quizzes or exams, but three projects. Project 1 is an individual assignment. Project 2 is a group project. You will form several groups and each group consists of 2 to 4 people. After you have formed your group, post the names of your group members on CourseDen before 6/7.

Project 1 (Individual, 40%)
The textbook has eleven chapters. This project requires each person to study each chapter and understand the materials well, and then create some PPT slides for eight of the eleven chapters. You are required to create slides for chapters 0, 1, 2, 9, 10, and 11, and you select any other two chapters from the six chapters dealing with the six social media platforms. The number of slides for each chapter should range from 10 to 35 depending on the amount of information the chapter covers. The suggested number of slides and credit points are found in Table 1.

Requirements:
1. You can use any PowerPoint design for the slides but use one design for all the chapters.
2. Slides should look as professional as possible in terms of quality and format.
3. Major chapter information should be covered in slides.
4. Only the most important tables or graphs should be included.
5. Post your slides in the folder under Discussions before the deadline.
6. Complete the project in time; late submission will be accepted only in emergent cases.

Tips:
1. Try to use bullets and phrases instead of complete sentences in the slides.
2. You can use images to make your slides fancier but do not use too many in one slide.
3. Do not use more than 3 colors in one slide.
4. Fonts should be larger than 18, and do not use more than 3 fonts in one slide.
### Table 1 Number of Slides and Grade

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Topic</th>
<th># of Slides</th>
<th>Grade</th>
<th>Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Introduction</td>
<td>15-30</td>
<td>5</td>
<td>All required</td>
</tr>
<tr>
<td>1</td>
<td>Party-on</td>
<td>15-30</td>
<td>5</td>
<td>All required</td>
</tr>
<tr>
<td>2</td>
<td>Content Marketing</td>
<td>20-35</td>
<td>5</td>
<td>All required</td>
</tr>
<tr>
<td>3</td>
<td>Facebook</td>
<td>20-35</td>
<td>5</td>
<td>Your choice</td>
</tr>
<tr>
<td>4</td>
<td>LinkedIn</td>
<td>20-35</td>
<td>5</td>
<td>Your choice</td>
</tr>
<tr>
<td>5</td>
<td>Twitter</td>
<td>20-35</td>
<td>5</td>
<td>Your choice</td>
</tr>
<tr>
<td>6</td>
<td>Instagram</td>
<td>20-35</td>
<td>5</td>
<td>Your choice</td>
</tr>
<tr>
<td>7</td>
<td>YouTube</td>
<td>20-35</td>
<td>5</td>
<td>Your choice</td>
</tr>
<tr>
<td>8</td>
<td>Pinterest</td>
<td>20-35</td>
<td>5</td>
<td>Your choice</td>
</tr>
<tr>
<td>9</td>
<td>Local SEO and Review Marketing</td>
<td>20-35</td>
<td>5</td>
<td>All required</td>
</tr>
<tr>
<td>10</td>
<td>Email Marketing</td>
<td>20-35</td>
<td>5</td>
<td>All required</td>
</tr>
<tr>
<td>11</td>
<td>Epilogue</td>
<td>15-30</td>
<td>5</td>
<td>All required</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>40</td>
<td>8 chapters</td>
</tr>
</tbody>
</table>

### Grading Evaluation Criteria

All the chapter slides will be evaluated according to the following criteria:

- **Outstanding (90% and above):** Slides are submitted in a timely and complete manner. Quality slides reflect exceptional preparation and excellent understanding of text knowledge regarding social media & online marketing. Information is important. Language is concise without any grammatical errors and/or typos.
- **Good (80-89%):** Slides are submitted in a timely and complete manner. Slides reflect thorough preparation and a good understanding of text knowledge regarding social media marketing. Most information is important. Language is correct with some minor grammatical errors and/or typos.
- **Adequate (70-79%):** Slides are submitted in a timely manner. Slides reflect minimum preparation and a limited understanding of social media & online marketing. Slides are lack of important information. Slides include several grammatical errors and/or typos.
- **Poor (60-69%):** slides are submitted late and incomplete. Slides reflect minimum preparation and a poor understanding of text knowledge regarding social media & online marketing. Slides are poorly written with many errors and/or typos.

This assignment connects to all learning goals of the course.

**Project 2: Email Marketing (Group, 30%)**

This project requires each group to design an email marketing campaign for a brand, or a company or an organization. The objective of this project is to get you familiar with current email marketing software and how to create an effective email campaign to achieve different marketing goals. The goal of the campaign is to introduce a new product/service or event of the organization (e.g., webinar) and encourage the subscribers/recipient to try the new product/service or attend the event.
This project will be conducted on both CourseDen and the email marketing software you select.

**Project Tasks and Due Dates:**

Task 1: Each group will open an account with one of the email marketing systems in the first Week, and post the software information (name of the software and website link) on CourseDen before 6/10. You will decide which email marketing program for the project and set up an account with it by one of your group members. You can select any one email marketing software from this list ([https://blog.hubspot.com/marketing/best-email-marketing-services](https://blog.hubspot.com/marketing/best-email-marketing-services)) but choose one that offers free or a 14-day trial service. I have an account (free) with MailerLite and Hubspot for teaching purpose. MailerLite ([www.mailerlite.com](https://www.mailerlite.com)) seems to be easier to use than Hubspot’s software ([https://www.hubspot.com/products/marketing/email](https://www.hubspot.com/products/marketing/email)).

Task 2: After setting up an account, you will find and enter 30 subscribers’ email addresses including my email and other classmates’ emails for your project before 6/14.

Task 3: Select a product/brand, a business, or an organization as the target of email marketing for the project. You are encouraged to use your current or future employer. Post the information (both business name and link to its website) on CourseDen before 6/16.

Task 4: Create three types of email (informational, transactional and motional) and each type should have different positioning with different keywords and call-to-action (CTA). Each email should have no more than 150 words including a logo/picture, a website link, and/or a link to a landing page. You will share your emails in the folder under Discussions on CourseDen before you send them out. I will review and provide feedback. Post your three email drafts on CourseDen before 6/18 and revise your emails before 6/21.

Task 5: After you have revised your emails, send them out from your email account. Send the three emails to the same subscribers/ recipients on different days 6/22-23.

Task 6: Each group will analyze the results of the three-email campaign, write a small report, and post it on CourseDen. The results should include average open rate, average click rate, average subscribe rate, average unsubscribe rate, and subscriber engagement. The report should have no more than 300 words and include some screenshots made from the email software dashboard to show the results. Post the final report on CourseDen before 6/24.

**Three Type of Emails:**
Each group will create three types of emails (Table 2) for the same product or company or organization you selected earlier, one email for each type. Briefly, the definitions of three types of emails are:

- An informational email refers to an email that is used to share product/company information with the recipient.
- A transactional email refers to an email that is used to inform a transaction such as payment or purchase confirmation.
- An emotional email refers to an email that inspires, appreciates, entertains, or encourages the recipient. The email content is not directly related to a product, a deal, or service, but something spiritual, sentimental, or caring.
Table 2: Three Types of Emails

<table>
<thead>
<tr>
<th>Email Type</th>
<th>Email Content</th>
<th>CTA (call-to-action)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informational</td>
<td>Product or brand news, community events or activities, solutions, newsletter,</td>
<td>Sign-up for a newsletter, registration</td>
</tr>
<tr>
<td></td>
<td>important links, store opening etc.</td>
<td></td>
</tr>
<tr>
<td>Transactional</td>
<td>Prices, sales, deals, discounts, order-taking,</td>
<td>Order or buy a product/service</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emotional</td>
<td>Experience, values, stories, missions, inspirational things, caring, and</td>
<td>Registration or buy a product/service</td>
</tr>
<tr>
<td></td>
<td>uplifting quotes etc.</td>
<td></td>
</tr>
</tbody>
</table>

Grading Criteria:

1. Email software selection and account set-up completed in time; the software information posted on CourseDen before the deadline. (2 points)
2. At least 30 email subscribers/recipients are found and their email addresses are entered to the software before the deadline. (5 points)
3. The target brand, business, or organization is selected and the information posted on CourseDen before the deadline. (2 points)
4. Three types of emails are created correctly, revised timely, and posted on CourseDen before the deadline. (8 points)
5. All the emails are sent out before the deadline and received by me. (5 points)
6. The report is complete with all the results included and analyzed correctly; the report has no errors or typos and is posted on CourseDen before the deadline. (8 points)

This assignment connects to the 1, 2, and 3 learning goals of the course.

Final Exam (Individual, 30%)

The final exam is a comprehensive one covering all the chapters. 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.

Submission of Documents

Submit all the assignments on CourseDen. 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:

- **Project 1**: 40 points
- **Project 2**: 30 points
- **Final Exam**: 30 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, 6.1-7
- Syllabus Review; Team Formation due on 6/7.
- Assignments: Wolf Pact quiz due;
- Required Readings: Chapter 0. Introduction to Social Media Marketing
- Required readings: Chapter 1. Party-On
- Required readings: Chapter 2. Content Marketing
- Required readings: Chapter 3. Facebook
- Project 1: chapter 0-1 slides due on 6/4.
- Project 1: chapter 2-3 slides due on 6/7.

WEEK 2, 6.8-14
- Required readings: Chapter 4. LinkedIn
- Required readings: Chapter 5. Twitter
- Required readings: Chapter 6. Instagram
- Project 1: chapter 4-5 slides due on 6/9.
- Project 1: chapter 6 slides due on 6/12.
- Task 1 of Project 2: email marketing software selection due on 6/10.
- Task 2 of Project 2: email addresses entry due on 6/14.

WEEK 3, 6.15-21
- Required readings: Chapter 7. YouTube
- Required readings: Chapter 8. Pinterest
- Required readings: Chapter 9. Local SEO and Review Marketing
- Project 1: chapter 7-8 slides due on 6/16.
- Project 1: chapter 9 slides due on 6/18.
- Task 3 of Project 2: brand, company or organization due on 6/16.
- Task 4 of Project 2: email drafts due on 6/18 and revised emails due on 6/21.

WEEK 4, 6.22-25
- Required readings: Chapter 10: Email Marketing
- Required readings: Chapter 11: Epilogue
- Project 1: chapters 10-11 slides due on 6/23.
- Task 5 of Project 2: all three emails sent out due on 6/23.
- Task 6 of Project 2: project report due on 6/24.
- Assignments: Course evaluation and peer evaluation due
- Assignments: Final Exam (open from 8 am 6.21 and closes at 11:30 pm 6.24)
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.