

Syllabus for
MKT 400 – Social Media Marketing
3 Credit Hours
Spring 2022

I. COURSE DESCRIPTION

A study of the application of social media tools and methods in marketing related to the analytical tools available to measure the effectiveness of social media programs. The course will focus the use of social media for branding and marketing purposes at the individual and corporate level. This class also includes hand-on development of social media tactics and channels.

Prerequisites: MKT 130 Principles of Marketing, MKT 350 Digital Marketing

II. STUDENT LEARNING OUTCOMES FOR THE COURSE

Upon successful completion of Social Media Marketing, the student will be able to do the following:

1. Describe the importance of social media marketing in the business world.
2. Understand the social media marketing plan components and how it relates to blogging, social networks, and mobile marketing.
3. Become a Hootsuite Certified Professional.

III. ASSOCIATED PROGRAMS

This course meets degree completion requirements for all **College of Business** programs and the **Major Elective**. This course meets the following **College of Business** program outcomes:

- A. Christian Worldview (COB 1): Apply and identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.
- B. Oral Communication (COB 3): Apply and use effective oral communication skills in the context of business through formal or informal oral presentations and/or other business-related projects requiring oral communication.
- C. Written Communication (COB 5): Apply and use effective written communication skills in the context of business through formal or informal reports, papers, or other written business-related projects.
- D. Major Specific Outcome: MKT-COB 6: Demonstrate the ability to apply various marketing tools to complete a comprehensive marketing plan.

IV. UNIVERSITY OUTCOMES

This course aligns with the following University Outcomes as indicated on the last page Spiritual Integrity

- A. Spiritual Integrity
- B. Personal Resilience
- C. Intellectual Pursuit
- D. Global Engagement
- E. Bold Vision
- F.

V. TEXTBOOK AND OTHER LEARNING RESOURCES

- A. Required Materials:
Textbook Title: Essentials of Social Media Marketing/Mimic Social Bundle, ISBN: 978-0-9996302-4-2, 9780999630242, Publisher: Stukent

HubSpot Social Media Marketing Certification

B. Other Required Materials

1. Selected Readings: Each student is responsible for locating and reading assigned articles and cases.
2. Tulsa City County Library Card
3. Laptop - all tests/quizzes will be taken online through D2L

V. POLICIES AND PROCEDURES

A. DEPARTMENT POLICIES AND PROCEDURES

1. Attendance is mandatory and is taken at the beginning of class. All students who miss class, including administratively excused, are expected to obtain class notes and materials and turn in assignments within a reasonable time determined by the professor. Students may miss class up to the number of times per week a class meets without penalty (see table below). This allowance is for illness, personal business, and/or emergencies. The professor has the discretion to excuse any absence beyond those described above.
2. If a student has excessive lecture and lab *unexcused* absences, a penalty will be assessed as follows:

Number of days the class meets per week	Number of absences <u>not</u> resulting in a penalty	For <u>each additional day</u> the student incurs an unexcused absence beginning with absence number:	The student's total number of points will be reduced by:
2	2	3	18 x each absence

3. Whether excused or unexcused, excessive absences may negatively impact the student's performance/grade and cause the student to fail the course.
4. Tardies
 - a. Tardy is defined as missing *any* portion of the class.
 - b. Being consistently tardy to class is disruptive and disrespectful to the professor and fellow class members. This type of behavior is unacceptable in business. Thus, three unexcused tardies will be equal to one unexcused absence.
 - c. Depending on the portion of the class missed, makeup work may be required, or a student may be marked absent for that class.
 - d. To not be counted absent altogether, the student is responsible for informing the professor that he/she was tardy immediately following that class.
5. Remote and Live Attendance requirements
 - a. Students must be appropriately attired for a class as per the ORU dress code. No immodest attire or shorts.
 - b. Remote attendance requires the camera to be on for the entire class. If the camera is turned off, the student will be recorded as absent.
 - c. Students should arrive at class or log in to Zoom 5 minutes before the class session begins. Students will be counted tardy for arriving or logging in after class has started. If a student is more than 10 minutes late, attendance will not be recorded. If the student leaves class more than 10 minutes early, the student will be recorded as absent.
 - d. Students should be actively engaged in the course and be prepared to ask and respond to questions.
6. Attendance Requirements- Special circumstances/ Quarantine / Illness

Documentation for doctor's appointment, illness, athletic event, or other administratively excuse activity must be submitted to the designated dropbox in D2L before the absence will be considered excused.

7. Examinations

- a. No penalties will be assessed for absences administratively excused by the Vice President of Academic Affairs or situations where the student could not have avoided the absence. Students who have been administratively excused will be allowed to make up exams within 24 hours of the scheduled exam at a time mutually agreed upon by the student and individual professor.
- b. A penalty of one letter grade will be assessed for students taking a late examination when an administrative excuse has not been granted. Makeup exams will only be scheduled when a student has presented an approved late test petition to the professor. Students who qualify to take makeup exams must schedule the makeup exam with their instructor in writing, at least 24 hours before the exam is to be administered.
- c. Final Exam – The final examination will be administered according to the standardized exam schedule.

8. Incompletes

- a. Faculty members in the College of Business follow the University policy of granting grades of "incomplete" only in emergencies, which would prevent the student from being in class and finishing the work or taking the final examination. Examples of situations that have qualified for incompletes in the past are surgery or car accident near the end of the semester, military duty, or death in the family requiring the student to return home. Situations that did not warrant an incomplete grade are poor performance in the class; excessive unexcused absences, unprepared to take the final exam, or perceived inability to pass the course. **Written approval from the instructor and the department chair is required before a grade is given.**
- b. Following the semester in which the student has received an incomplete, there are fourteen (14) weeks in which to remove it before it automatically becomes an "F" grade.

9. Inclement Weather Notice - If inclement weather occurs when travel is discouraged, class will be remote via Zoom.

10. Other

- a. The student is encouraged to review the individual and cumulative grade within the course grade book in D2L periodically throughout the semester.
- b. The professor retains the right to update the course syllabus as necessary.

B. COURSE POLICIES AND PROCEDURES

1. Course Evaluation:

Exams	300
Social Media Plan for Client	300
Simulation	200
Certification	50
Exercises	150
Total Course Points =	1,000

VI. COURSE CALENDAR

Week	Topics	Exams and Project Dates
1	Introduction to Social Media Marketing	
2	Developing Your Personal Brand	
3	Social Media Marketing Strategy, Analytics & ROI	
4	Marketing with Facebook and Instagram	
5	Marketing with Twitter and Snapchat	
6	Marketing with Pinterest and LinkedIn	
7	Marketing with YouTube	Unit I Exam
8	Blogs, Vlogs, Podcasts & Webinars	
9	Social Media Marketing Campaigns	
10	Influencer Marketing with Social Media	
11	Employee Advocacy	
12	Social Media Policies and Crisis Response Plan	Unit II Exam
13	Social Media Advertising	
14	Social Selling	
15	Final Project	Final Project
16	Final Examinations	Unit III Exam (Comprehensive Final)

VII. MODIFICATIONS

- A. The instructor reserves the right to modify, change, or waive any part of the syllabus or the evaluation criteria for this course. The instructor will provide notification of any modifications should they take place.

Primary Program: All College of Business Programs
MKT 400 – Social Media Marketing
Spring 2022

This course contributes to the University and program outcomes as indicated below:

Significant Contribution – Addresses the outcome directly and includes a targeted assessment.

Moderate Contribution – Addresses the outcome directly or indirectly and includes some assessment.

Minimal Contribution – Addresses the outcome indirectly and includes little or no assessment.

OUTCOMES	Significant Contribution	Moderate Contribution	Minimal Contribution
Spiritual Integrity			
Course Outcomes			
College of Business Outcome 1- Apply and Identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.		X	

Personal Resilience			
Course Outcomes			
College of Business Outcome 3 – Demonstrate effective oral communication skills.		X	

Intellectual Pursuit			
Course Outcomes			
College of Business Outcome 2 – Apply business theories and concepts of the core functional of business in an integrated manner.		X	
College of Business Outcome 3 – Demonstrate effective oral communication skills	X		
College of Business Outcome 4 - Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.		X	
College of Business Outcome 5 – Demonstrate effective written communication skills	X		
MKT-COB 6: Demonstrate the ability to apply various marketing tools to complete a comprehensive marketing plan.	X		

Global Engagement			
Course Outcomes			
College of Business Outcome 3- Demonstrate effective oral communication skills.			X
College of Business Outcome 4 - Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.			X

Bold Vision			
Course Outcome			
College of Business Outcome 1- Apply and Identify appropriate business behaviors for Christian business practitioners through the integration of Christian worldview and professionalism.			X
College of Business Outcome 2 - Apply business theories and concepts of the core functional of business in an integrated manner.			X
College of Business Outcome 3 – Demonstrate effective oral communication skills.			X
College of Business Outcome 4 - Apply and demonstrate an ability to collaborate as part of a team in order to solve business problems or achieve a common goal.			X
College of Business Outcome 5 – Demonstrate effective written communication skills			X

(Revised 10/01/21)