COURSE NUMBER:  MKT 330
COURSE TITLE:  Social Media: A Marketing Perspective
CREDITS:  3:3
PREREQUISITES/COREQUISITES:  MKT 320 (cannot be taken concurrently)
FOR WHOM PLANNED:  This is an elective course for juniors and seniors in Marketing, other Bryan School majors, or UNCG students.

1. INSTRUCTOR INFORMATION:
   1.1. Dr. Harper Roehm, Associate Professor of Marketing
   1.2. Classroom: None – 100% online
   1.3. Email: haroehm@uncg.edu
       1.3.1. All emails should contain a SUBJECT line that identifies which class, meeting time and group along with summary of inquiry (e.g., MKT330F18 Online Group 3 question about assn. Note: X = summer, S = Spring, F = fall & W = Winter).
       1.3.2. Note: If it is urgent please feel free to email as frequently as deemed necessary. Understand in normal situations, if you do not get a response in 24 hours consider re-sending your message.
   1.4. Office location: 376 Bryan
   1.5. Office hours:
       1.5.1. Email or Google Hangouts or Webex video chat (see instructions on Canvas homepage)
       Tuesday-Thursday 9:45am – 10:45am or by appointment
       1.5.2. Face-to-face meetings can be requested.
       1.5.3. You can stop by anytime if I am in my office.
       1.5.4. Please knock because I keep the door closed at all times.
   1.6. Contact information:
   Contact information for MEHT Administration – Office 441 Bryan Building:

   Terri L. Sparks (336) 334-3797  
   tspark2@uncg.edu
   Fax 336-334-5580

   Diana Brandt: (336) 334-4547  
   djbrandt@uncg.edu
   Fax 336-334-5580

   Mailing Address
   Attn: Harper Roehm
   MEHT Department
   The University of North Carolina at Greensboro
   Bryan School of Business and Economics
   441 Bryan Building
   Greensboro, NC 27408

2. CATALOGUE DESCRIPTION:  Students will learn core concepts of social media marketing, explore how it can be used as a marketing tool, and develop marketing strategies using social media to create value for consumers and organizations.

3. The Bryan School of Business and Economics’ Mission Statement
   In the Bryan School of Business and Economics, we create and disseminate knowledge about the theory and practice of business. In addition to our courses and research, we accomplish this through hands-on projects, global experiences, and outreach to the community. Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative mindset, a broad understanding of sustainability, and a commitment to improve the organizations in which they work and the communities in which they live.

4. Bryan School Student Learning Goals
   Each program within the Bryan School has separate learning goals as listed with the degree program. The essential components of a professional education in business (excluding the B.S. and B.A. in Economics, the B.S. in Consumer, Apparel, and Retail Studies and the B.A. in Sustainable Tourism and Hospitality) include
common courses for breadth and opportunities for advanced work for depth in the various business disciplines. These core business programs share the following common learning goals:

1. Students will implement the various steps of the critical thinking process, supported by the appropriate use of analytical and quantitative techniques, to formulate recommendations for subsequent decision making.
2. Students will apply appropriate ethical standards when making recommendations for business decision making.
3. Students will evaluate business decisions in the context of sustainability goals, balancing environmental, social, and economic needs, conditions, and potential decision impacts.
4. Students will formulate appropriate strategies, in the context of global issues and forces, to improve business performance in the world economy.
5. Students will explain the roles of innovation and innovation management in achieving successful business strategies, decisions, and performance.
6. Students will be able to plan, schedule, contribute to, and lead projects.

5. **STUDENT LEARNING OUTCOMES:** At the successful completion of this course, students will:

   5.1. **SLO1:** Gain a broad overview of social media.
   5.2. **SLO2:** Know the strengths and weaknesses of various social media platforms and their relevance for different types and sizes of organizations.
   5.3. **SLO3:** Acquire and evaluate marketing research for the use of social media platforms in order to develop, implement and modify marketing strategies for products and services.
   5.4. **SLO4:** Employ concepts of segmentation, targeting, and positioning to develop and/or analyze existing marketing strategies that include social media components, to achieve company and consumer goals.
   5.5. **SLO5:** Understand the 4P’s of marketing: product, price, place, promotion as they apply to social media and their relationship with positioning and branding goals of organizations.
   5.6. **SLO6:** Develop a marketing plan for a product or service that includes elements of social media.

6. **TEACHING METHODS**

   6.1. This course will utilize lectures, online class discussions, case studies, a major group project, and student presentations.

7. **EVALUATION AND GRADING**

<table>
<thead>
<tr>
<th>Assignment/Activity Description</th>
<th>SLOs Measured in this activity (Identify the # from your SLOs list ab)</th>
<th>% of Final Grade or Points Possible</th>
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</thead>
<tbody>
<tr>
<td>Class assignments</td>
<td>1-5</td>
<td>10</td>
</tr>
<tr>
<td>2 non-cumulative exams (15 pts. each)</td>
<td>1-5</td>
<td>30</td>
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<tr>
<td>Current events</td>
<td>1-6</td>
<td>7.5</td>
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<tr>
<td>Participation</td>
<td>1-6</td>
<td>7.5</td>
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<tr>
<td>Personal branding project</td>
<td>2 &amp; 4</td>
<td>10</td>
</tr>
<tr>
<td>Group simulation</td>
<td>1-6</td>
<td>15</td>
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<tr>
<td>Group marketing project</td>
<td>1-6</td>
<td>10</td>
</tr>
<tr>
<td>Group peer evaluations</td>
<td>1-6</td>
<td>10</td>
</tr>
</tbody>
</table>

8. **Deliverables:**

   8.1. **Assignments:** There are a number of assignments in the class. You can find the number and the date due in the schedule file that is posted along with the syllabus.
   8.2. **Current events:** Group projects where current events are identified, analyzed which is posted/presented via social media.
   8.3. **Participation:** The participation will include individual responses to posted current events and topics during the semester that will be graded.
8.4. **Exams:** There will be two non-cumulative exams in this course. A study guide and exam instructions will be provided for each exam.

8.5. **Personal branding project:** Students will critique their current social media spaces in terms of professionalism, ethics, expectations and etiquette. Additionally, they will develop a professional presence on LinkedIn.

8.6. **Group marketing project:** Details for the project will be provided when students are assigned to their groups.

8.7. **Group marketing project:** Details for the project will be provided when students are assigned to their groups.

8.8. **Group peer evaluations:**

The group Peer Evaluation is an extremely important tool to manage your group experience. Peer evaluations are based on the performance of your group. This is because in the business world, performance is the main benchmark. Consequently, promotions, raises, etc. are typically based on outcome more so than effort. So, in this class, outcome/performance will be the basis for your group grades.

8.8.1. For many groups, all members participate equally. In those cases, the peer evaluation will be the same percentage as your group earned from all of the group activities. For instance, if your group earned a 91 percent on all of your group activities your peer evaluation would be 91.

8.8.2. If, however, you have well performing member, you can indicate that by providing that individual with high peer evaluation. In these cases, their peer evaluation will be higher than the group's average outcome. In the example earlier, this person's evaluation will be higher than 91 percent depending on the strength of the peer evaluations. Note in cases where groups earn in B, C or D range, it is rare for a well-evaluated group member to earn a peer evaluation above 10 percent. For instance, if your group earned a 82, the well-evaluated group member would typically be 92 or below.

8.8.3. The peer evaluation can also be used in those unfortunate situations when a member is not performing to expectations. In such cases, you can communicate to those individuals that their peer evaluation will be negatively affected unless there are improvements. Do this as early as possible. Also, when doing this please inquire what you as a group can do to help this member. This often times can remedy the situation. If it does not help and the member does not participate as expected, their grade will be SIGNIFICANTLY LOWER THAN THE GROUP'S. IT SHOULD BE NOTED THAT CASES OF EXTREME NEGLECT OF GROUP RESPONSIBILITIES CAN RESULT IN EARNING A ZERO FOR ALL GROUP WORK including peer evaluations.

8.8.4. Another important issue is evaluating participation when a group has face-to-face meetings. It is absolutely fine to have face-to-face group meetings but understand that many students are taking online courses because they may not have the ability to physically meet. In those cases, your group CANNOT deduct points for not making meetings. If you are having physical meetings and member(s) cannot meet they should provide work product on a timely basis for the group meeting. If non-physically meeting group members who do not provide work product can and should be penalized in that case. IT SHOULD BE NOTED THAT CASES OF EXTREME NEGLECT OF GROUP RESPONSIBILITIES CAN RESULT IN EARNING A ZERO FOR ALL GROUP WORK including peer evaluations.

8.8.5. For students who do not complete peer evaluations, they will earn 0 for their peer evaluation.

8.8.6. You should feel free to contact me about participation issues.

9. **REQUIRED TEXTS/READINGS/REFERENCES**

9.1. Stukent Social Media marketing simulation. Group assignment, AND each member is required to purchase a 60 dollar license.
9.2. Likeable Social Media: How to Delight Your Customers, Create Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks)

**Paperback**: 272 pages  
**Publisher**: McGraw-Hill; 1 edition (June 7, 2011 electronic version updated 2013)  
**ISBN-10**: 0071762345  
**ISBN-13**: 978-0071762342

Here is the [amazon link](https://www.amazon.com) where you can purchase kindle or paperback versions. Use ibook app if you want an apple ibook version. I suggest electronic form since it is quick to acquire, cheaper and efficient. Also, it can be kept on your tablet, smart phone and/or laptop. It can be quickly searched and you can highlight text and include notes.

9.3. The B2B Social Media Book: Become a Marketing Superstar by Generating Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More (2012)

**Hardcover**: 218 pages  
**Publisher**: Wiley; 1 edition (January 24, 2012)  
**ISBN-10**: 1118167767  
**ISBN-13**: 978-1118167762

by Kipp Bodnar (Author), Jeffrey L. Cohen

Here is the [amazon link](https://www.amazon.com) where you can purchase kindle or paperback versions. Use ibook app if you want an apple ibook version. I suggest electronic form since it is quick to acquire, cheaper and efficient. Also, it can be kept on your tablet, smart phone and/or laptop. It can be quickly searched and you can highlight text and include notes.

9.4. **Recommended**: copy of a principles of marketing book (a copy will be available in closed reserves).

10. **Student expectations of Faculty**

10.1. I have two very important goals:

10.1.1. Provide students with the marketing concepts that assist them in becoming productive contributors in the community (see Course Learning Objectives below).

10.1.2. Create a learning environment where students feel fairly treated.

10.2. If you have a question/issue, please feel free to contact me.

11. **ACADEMIC INTEGRITY POLICY**

11.1. Students can refer to the Bryan School's Guidelines for Ethical and Professional Behavior of Students and Faculty found in Canvas homepage.

11.2. It is also important to note that the course policies stated in this syllabus are intended to provide both individual students as well as the entire class roster.
12. PARTICIPATION & ATTENDANCE POLICY
12.1. Students are expected to participate in the class. There will be online discussions and exercises and students’ participation in them will be reflected in their final grade.

12.2. Absents due to Religious Observance:
12.2.1. Regarding online classes, religious observance typically will not affect student’s ability to complete assignments, exams and participation in group projects by the assigned due date because time between access to the activity (e.g., exam) and the associated due dates span are greater than one day. In most cases, the professor will suggest that you complete your work before the holiday.

12.2.2. If you believe you do have any religious holidays that might result in an absence affecting the completion of a class activity you must contact me at least two weeks before the holiday. I prefer to be contacted in the first two weeks since these dates are set and widely known.

12.2.3. There are a limited number of such absences, so you can find the policy in the Undergraduate Bulletin and the Office of the Provost’s web site. If you still have questions, please contact the Dean of Students (see contact information below) if you have any questions.

12.2.4. Dean of Students contact information:
210 Elliott University Center, PO Box 26170
1.336.334.5514 EMAIL deanofstudents@uncg.edu

13. EXAMINATIONS
13.1. There will be two non-cumulative exams in this course. A study guide and exam instructions will be provided for each exam. The date, times and locations of final exam can be found in the schedule in course Canvas site.

13.2. Challenges that require testing accommodations such as a quite setting and/or additional time are welcome. Student needs to provide me with the appropriate documentation from Office of Accessibility & Services (OARS formerly ODS) at least one week before a test. Ideally the student will do so at the beginning of the semester. Those students with said challenges but are not registered are encouraged to contact OARS immediately.

OARS Contact Information:
web site: http://ods.uncg.edu/student-services/register/
Suite 215 EUC, PO Box 26170
Greensboro, NC 27402-6170
VOICE/TTY 336.334.5440
FAX 336.334.4412
EMAIL oars@uncg.edu

13.3. Generally there are no make-up exams except in the case of serious emergencies or official school related activities. In such situations, the student must contact me as soon as possible and must provide written evidence of the emergency/activity that includes verification of the time and date as well as a contact number of an individual that confirm the emergency/activity. I do not want to know personal and/or sensitive information just the general nature of the emergency/activity. It should be noted that the requirement of written documentation of the issue is part of my effort to ensure that all students in the course feel fairly treated.

13.4. With regard to the final exam time, students with more than two examinations within 24 hours may apply to the University Registrar’s Office, 180 Mossman Building, for permission to change their exam schedules. The usual policy is to change the middle examination in a sequence of three. Requests must be filed by 5:00 P.M., week before the exam. Since this is an online course, this probably will not be an issue.
13.5. If you have any questions, please contact me immediately. The online exams are timed, so if you are having problems, please contact me as soon as possible.

14. ADDITIONAL REQUIREMENTS
14.1. Consistent Internet access. For exams, I require hard-wired connections. Note: IT issues are the responsibility of the student.
14.2. Willingness to create and maintain multiple social network accounts such as: LinkedIn, Facebook, Twitter, Instagram, etc.
14.3. Students with documented disabilities requiring accommodation need to register with OARS to receive accommodations, which I am happy to provide.

15. GRADING POLICY
15.1. No assignments are accepted late.
15.2. Many assignments are submitted online.
15.3. Assignments are graded for grammar, spelling, organization, completeness and overall professionalism.
15.4. If required, all gathered/non-original material should be referenced. APA Guidelines (Purdue University's Online Version).
15.5. Students who are concerned about their writing can work with the UNCG writing center. It should be noted that Writing center well in advance of the due date of the assignment.
15.6. Students who are concerned about their verbal skills can work with the UNCG speaking center. It should be noted that speaking center well in advance of the due date of the assignment.
15.7. The due dates for assignments are included in the syllabus schedule section at the end of the syllabus unless otherwise noted.
15.8. All information submitted, including flash or online drives and/or attached files to emails, should be labeled:
   LAST Name, FIRST name
   Assignment name or number (e.g., Intro Class Assignment)
   Professor Pledge "name(s)"
   *All work submitted should include the word “Pledged” followed by the student’s signature or typed name in the case of computer files. This is in accordance with the Academic Integrity policy

15.8.1. FAILURE TO MEET THESE INSTRUCTIONS COULD RESULT IN 5 PERCENT PENALTY ON AN ASSIGNMENT.
15.8.2. SAVE ELECTRONIC BACKUP COPIES OF YOUR ASSIGNMENTS.
15.9. Note: Files saved on flash or online drives, or ones sent via email attachment should have the label same information.
15.10. These are assignments due throughout the course. The assignments will be graded based on promptness, completeness and professionalism that includes; grammar, writing style, spelling and format.
15.11. The values of these assignments are listed below in the Grade Break Down section.
15.12. There are no late assignments, but there is an extra credit assignment posted at the end of the semester and it is worth one assignment.

16. Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>92 to 100</td>
</tr>
<tr>
<td>A-</td>
<td>90 to 91.99</td>
</tr>
<tr>
<td>B+</td>
<td>88 to 89.99</td>
</tr>
<tr>
<td>B</td>
<td>82 to 87.99</td>
</tr>
<tr>
<td>C</td>
<td>80 to 81.99</td>
</tr>
<tr>
<td>C+</td>
<td>78 to 79.99</td>
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<tr>
<td>D</td>
<td>70 to 77.99</td>
</tr>
<tr>
<td>D+</td>
<td>60 to 69.99</td>
</tr>
<tr>
<td>F</td>
<td>Below 60</td>
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</table>