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: Bryan 132  
1.3. Date & Time: Tuesday & Thursday 12:30pm-1:45pm  
1.4. Email: haroehm@uncg.edu  
1.4.1. All emails should contain a SUBJECT line that identifies which class, meeting time and group along with summary of inquiry (e.g., MKT330_20S Group 3 question about assn. Note: X = summer, S = Spring, F = fall & W = Winter).  
1.4.2. 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.  
1.5. Office location: 376 Bryan  
1.6. Office hours:  
1.6.1. Office, email or Google Hangouts or Webex video chat (see instructions on Canvas homepage) Tuesday 2pm-3:30pm and Thursday 11am-12pm, or by appointment  
1.6.2. You can stop by anytime if I am in my office.  
1.6.3. Please knock because I keep the door closed at all times.  
1.7. Contact information:  
Contact information for MEHT Administration – Office 441 Bryan Building:  

Terri L. Sparks (336) 334-3797  
 tlspark2@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. **Student expectations of Faculty**
   4.1. I have two very important goals:
      4.1.1. Provide students with the marketing concepts that assist them in becoming productive contributors in the community (see Course Learning Objectives below).
      4.1.2. Create a learning environment where students feel fairly treated.
   4.2. If you have a question/issue, please feel free to contact me.

5. **ACADEMIC INTEGRITY POLICY**
   5.1. Students can refer to the Bryan School's Guidelines for Ethical and Professional Behavior of Students and Faculty found in Canvas homepage.
   5.2. 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.

6. **Health and Wellness**
   Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at [https://shs.uncg.edu/](https://shs.uncg.edu/) or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

7. **TEACHING METHODS**
   7.1. This course will utilize lectures, class discussions, exams and an individual project.

8. **REQUIRED TEXTS/READINGS/REFERENCES – Book and iclicker**
   8.1. **Book**

   ![The B2B Social Media Book](https://example.com/b2b-book.png)

   The B2B Social Media Book: Become a Marketing Superstar by General Leads with Blogging, LinkedIn, Twitter, Facebook, Email, and More (2012)
   Hardcover: 218 pages
   Publisher: Wiley; 1 edition (January 24, 2012)
   ISBN-10: 1118167767

   by Kipp Bodnar (Author), Jeffrey L. Cohen

   8.1.1. **Jackson Library provides this book free. Can be read (limited download) for free.** Use the link to a free online option to read the book (there is no such option for the other required book):

   8.1.2. **If you prefer to purchase** 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, much cheaper than print 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.

   8.1.3. Also, there are copies of the books at Jackson Library closed reserves.
Here is the [amazon link](http://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.

8.2. **iClicker>1 or iClicker>2** will be used for class participation and activities.

8.2.1. First Class the clickers will be used in Class 5.
8.2.2. You have to register the clicker. Those directions will be provided.
8.2.3. **Acquiring iClickers:**

8.2.3.1. iclicker 1 or iclicker 2: The class is set up for either 1 or 2.
8.2.3.2. iClicker 1’s are sold at the on-campus bookstore and have been known to buy them back.
8.2.3.3. There is also a large second-hand market and you can find reasonable offers on the eBay, Amazon or Craigslist. About 2,000 of iClickers are sold to UNCG students every semester, mainly to biology and physics students, so your friends may have one for you.
8.2.3.4. The newer iclicker 2 is more flexible, which might be helpful in other classes, but new is 5 dollars more expensive and there might be a smaller number of the cheaper used units available since it is so new. They can be purchased at the bookstore or online. [http://www.iclicker.com/](http://www.iclicker.com/)

9. **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.

10. **COURSE STUDENT LEARNING OUTCOMES:** At the successful completion of this course, students will:
10.1. **SLO1:** Gain a broad overview of social media.
10.2. **SLO2:** Know the strengths and weaknesses of various social media platforms and their relevance for different types and sizes of organizations.
10.3. 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.

10.4. 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.

10.5. 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.

10.6. SLO6: Develop a marketing plan for a product or service that includes elements of social media.

11. Deliverables:

<table>
<thead>
<tr>
<th>Assignment/Activity Description</th>
<th>SLOs Measured in this activity (Identify the # from your SLOs list above)</th>
<th>% of Final Grade or Points Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class quizzes</td>
<td>1-5</td>
<td>10</td>
</tr>
<tr>
<td>Personal branding project</td>
<td>1-6</td>
<td>25</td>
</tr>
<tr>
<td>Participation (iclicker)</td>
<td>1-5</td>
<td>15</td>
</tr>
<tr>
<td>2 non-cumulative exams (15 pts. each)</td>
<td>1-5</td>
<td>30</td>
</tr>
<tr>
<td>Final Exam (cumulative)</td>
<td>1-6</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>100 points</td>
</tr>
</tbody>
</table>

11.1. Quizzes: Excluding exam days and unless stated otherwise, at the beginning of each class, there will be a short and very quick quiz using your iclickers. You will be able to drop 3 quizzes.

11.2. 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 and other various social media platforms.

11.3. PARTICIPATION & ATTENDANCE POLICY

11.3.1. Participation will be graded/tracked with iclicker answers.

11.3.2. Each class there will be an opportunity to earn 1 point. There will 5 questions asked throughout the class. You will earn .25 point for each question, so if you get only one question correct you would earn .75 points. If you get 4 or 5 questions correct you earn a max of 1 point. The total score. There is a total of 15 participation points. Since there are 20+ opportunities you have an excellent chance to earn if not all points a significant number.

11.3.3. Attendance of, and behavior in, class meetings follows those standards of a professionally run meeting:

11.3.3.1. Be on time consistently. Absenteeism and/or lateness will impact your participation grade.

11.3.3.2. Laptops will NOT be open during class unless otherwise directed. Exceptions will be considered in case of ODS confirmed learning considerations.

11.3.3.3. No phones, irrelevant reading material, or conversations. Laptops, tablets PC’s in the lab, phones, PDA’s etc. should be properly used. Not meeting any of these standards will result in significant loss of participation points.

11.3.3.4. No recording of class is allowed. Exceptions will be considered in case of ODS confirmed learning considerations.

11.3.3.5. If you miss a class it is your responsibility to manage the situation. Therefore, you are responsible for any information and/or material from a missed class.

11.3.3.6. In the cases when you know in advance of potential MULTIPLE time conflicts, resulting in absences, late arrivals and/or early departures, you should consider taking the course another time because this situation would result in significant loss in participation and the possible failing grade.

11.3.3.7. This is a face-to-face class and students are expected to participate in the class. There will be discussions and exercises and students’ participation in them will be reflected in their final grade.
11.3.4. Absents due to Religious Observance:

11.3.4.1. 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.

11.3.4.2. 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.

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

11.4. EXAMINATIONS

11.4.1. There will be two non-cumulative exams in this course.

11.4.2. There is a cumulative final exam.

11.4.3. 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.

11.4.4. Make-up Exam policy:

11.4.4.1. There are two types of make-ups. One, excused make-up. Two, not excused make-up. The difference is that if you do not have an excuse you earn a 25-percent penalty to your exam score if exam is taken within 48 hours of exam window closing.

11.4.4.2. Excused Make-up Requirements:

11.4.4.2.1. Encounter a serious, unexpected and valid emergency or part of an official school related activities, not including voluntary school activities/groups you are eligible for a make-up exam. In such situations to earn an excused make-up you need to:

11.4.4.2.1.1. Contact me immediately. As soon as you know of the situation. The latest I will accept the excuse is before the exam begins. After that exam deadline, you are taking a not excused make-up exam unless it is determined you were physically unable to contact me.

11.4.4.2.1.2. Provide written documentation that; one, identifies/explains the situation, two, provides the dates and times of the event and, three, includes contact information from someone who the professor can contact to verify the situation. All three pieces of information are required.

It should be noted that the requirement of written documentation is my effort to ensure that all students in the course feel fairly treated. This serves as verification of a valid excuse, so the students who complete the exam on time have assurances that make-ups are not an unfair advantage. At the same time, it ensures students with unexpected, valid emergencies who follow the instructions are not disadvantaged.

11.4.4.3. Not Excused Make-up Requirements:

11.4.4.3.1. Contact take me immediately.
11.4.4.3.2. Take the exam 48 hours of the exam window closing.
11.4.4.3.3. Understand after the exam buffer begins no excuse will be accepted and you receive the 25 percent penalty. For example, you earn 80 on the exam with the penalty you will receive 55 percent of the points the exam is worth.

11.4.4.3.4. Also, after 48 hours after the exam window you earn a zero on the exam.
11.4.5. Accommodations: 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

11.4.6. 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.

11.5. If you have any questions, please contact me immediately.

12. GRADING POLICY
12.1. No assignments are accepted late, but there is an extra credit assignment worth one assignment at the end of the semester.
12.2. Many assignments are submitted online.
12.3. Assignments are graded for grammar, spelling, organization, completeness and overall professionalism.
12.4. If required, all gathered/non-original material should be referenced. APA Guidelines (Purdue University’s Online Version).
12.5. 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.
12.6. 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.
12.7. The due dates for assignments are included in the syllabus schedule section at the end of the syllabus unless otherwise noted.
12.8. 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.

12.8.1. FAILURE TO MEET THESE INSTRUCTIONS COULD RESULT IN 5 PERCENT PENALTY ON AN ASSIGNMENT.
12.8.2. SAVE ELECTRONIC BACKUP COPIES OF YOUR ASSIGNMENTS.
12.9. Note: Files saved on flash or online drives, or ones sent via email attachment should have the label same information.

13. Grading Scale
<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</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>78 to 79.99</td>
</tr>
<tr>
<td>C</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>
</tr>
</tbody>
</table>