



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

Joseph M. Bryan School of Business and Economics  
*Department of Marketing, Entrepreneurship, Hospitality, and Tourism*

**COURSE NUMBER:** MKT 330  
**COURSE TITLE:** Social Media: A Marketing Perspective  
**CREDITS:** 3:3  
**PREREQUISITES/**  
**COREQUISITES:** MKT 320 is required and cannot be taken concurrently with this class  
**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:** Online.

1.3. Email: [haroehm@uncg.edu](mailto:haroehm@uncg.edu)

1.3.1. All emails should contain a SUBJECT line that identifies which class. For example, MKT 330 S or Spring.

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 hours – online/virtual:

1.4.1. Zoom Tuesday 3 pm - 4 pm, or by appointment.

1.4.2. Much can be accomplished via email, however, if you would like to virtually meet outside zoom office hours you can find directions on how to use Zoom on the class Canvas page. Also, for virtual appointments please email me and suggest 3 possible times that are convenient.

1.5. **MEHT Department:**

Contact information for MEHT Administration – Office 441 Bryan Building:

Terri L. Sparks (336) 334-3797

[tspark2@uncg.edu](mailto:tspark2@uncg.edu)

Fax 336-334-5580

Diana Brandt: (336) 334-4547

[djbrandt@uncg.edu](mailto: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 improving 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. **COURSE 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 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**

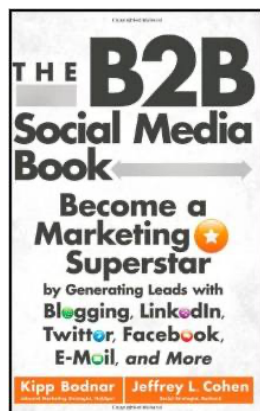
- 6.1. This course will utilize lectures, class discussions, exams, and an individual project.

7. **TEXTS/READINGS/REFERENCES – Book**

7.1. **Optional book - any principles marketing book. Marketing by Grewal and Levy any edition is great. Here is a link to a free pdf version of a principles of marketing -**

[https://www.researchgate.net/publication/317338951\\_Oxford\\_Revision\\_Series\\_Principles\\_of\\_Marketing\\_2017](https://www.researchgate.net/publication/317338951_Oxford_Revision_Series_Principles_of_Marketing_2017)

7.2. **Optional free Book**



**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

**ISBN-13:** 978-1118167762

by [Kipp Bodnar](#) (Author), [Jeffrey L. Cohen](#)

**7.2.1. 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):

<https://login.libproxy.uncg.edu/login?url=http://site.ebrary.com/lib/uncgreen/Top?id=10524025>

**7.2.2. If you prefer to purchase this optional book** here is the [amazon link](#) where you can purchase kindle or paperback versions. Use the 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, smartphone, and/or laptop. It can be quickly searched, and you can highlight text and include notes.

**7.2.3.** Also, there are copies of the books at Jackson Library closed reserves.

## 8. DELIVERABLES:

Assignment/Activity Description	SLOs Measured in this activity (Identify the # from your SLOs list above)	% of Final Grade or Points Possible
Assignments	1-5	20
Personal branding project	1-6	25
Participation	1-5	15
Exam 1	1-5	15
Exam 2 (cumulative)	1-6	25
		100 points

### 8.1. ASSIGNMENTS:

**8.1.1.** No assignments are accepted late, **but** there is an **extra credit assignment** worth one assignment at the end of the semester.

**8.1.2.** Many assignments are submitted online.

**8.1.3.** Assignments are graded for grammar, spelling, organization, completeness, and overall professionalism.

**8.1.4.** If required, all gathered/non-original material should be referenced. APA Guidelines ([Purdue University's Online Version](#)).

**8.1.5.** Students who are concerned about their writing can work with the [UNCG writing center](#). It should be noted that the Writing Center well in advance of the due date of the assignment.

**8.1.6.** 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.

**8.1.7.** The due dates for assignments are included in the syllabus schedule section at the end of the syllabus unless otherwise noted.

**8.1.8.** 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](#)

**8.1.9.** FAILURE TO MEET THESE INSTRUCTIONS COULD RESULT IN 5 PERCENT PENALTY ON AN ASSIGNMENT.

**8.1.10.** SAVE ELECTRONIC BACKUP COPIES OF YOUR ASSIGNMENTS.

**8.1.11.** Note: Files saved on flash or online drives, or ones sent via email attachment should have the label same information.

**8.2. PERSONAL BRANDING PROJECT:** Students will be designing, posting and evaluating content in terms of achieving some goal such as growing followers. Details will be provided during the semester.

**8.3. PARTICIPATION:** More details will be provided during the semester. Basically, students will be presenting to the class interesting social media marketing topics they find as well as interacting with the class discussions.

#### **8.4. EXAMINATIONS**

**8.4.1.** There will be **two** exams in this course.

**8.4.2.** The second exam is cumulative.

**8.4.3.** A study guide and exam instructions will be provided for each exam. The date, times, and locations of the final exam can be found in the schedule on the course **Canvas site**.

**8.4.4. Make-up Exam Policy:**

8.4.4.1. 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 the exam is taken within 48 hours of the exam window closing.

8.4.4.2. Excused Make-up Requirements:

8.4.4.2.1. Encounter a serious, unexpected, and valid emergency or part of 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:

8.4.4.2.1.1. **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.**

8.4.4.2.1.2. **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.

8.4.4.3. Not Excused Make-up Requirements:

8.4.4.3.1. Contact take me immediately.

8.4.4.3.2. Take the exam 48 hours after the exam window closes.

8.4.4.3.3. 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.

Also, 48 hours after the exam window you earn a zero on the exam.

**8.4.5.** Concerning 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., a week before the exam**.

**8.4.6. Accommodations:**

8.4.6.1. **OARS**

Challenges that require testing accommodations such as a quiet setting and/or additional time are welcome. The student needs to provide me with the appropriate documentation from the 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](mailto:oars@uncg.edu)

**8.4.6.2. Absents due to Religious Observance.**

8.4.6.2.1. As an online class, this most likely will not be an issue, however, if you have concerns or believe this does apply please contact me immediately, I will be happy to work out accommodations.

8.4.6.2.2. 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.

8.4.6.2.3. 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.

8.4.6.2.4. Dean of Students contact information:  
210 Elliott University Center, PO Box 26170  
1.336.334.5514  
EMAIL [deanofstudents@uncg.edu](mailto:deanofstudents@uncg.edu)

**9. Grading Scale**

A	92 to 100	B-	80 to 81.99
A-	90 to 91.99	C+	78 to 79.99
B+	88 to 89.99	C	70 to 77.99
B	82 to 87.99	D	60 to 69.99
		F	Below 60

**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 on the 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. 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/>, or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

### 13. IMPORTANT UNCG COVID 19 INFORMATION & POLICY

We the University of North Carolina at Greensboro has developed a message with important information for you. Additionally, there is a YouTube at the bottom that you should view before your first class. Please let me know if you have any questions and/or uses.

I Realize this is an online class and that much of this information here relates to face-to-face classes, but I think it is important that students do know this information. You will also see this information in the syllabus.

As UNCG returns to face-to-face course offerings in fall 2020, the campus community must recognize and address concerns about physical and emotional safety. As such, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- Wearing a face covering that covers both nose and mouth (Links to an external site.)
- Observing social distance (Links to an external site.) in the classroom
- Engaging in proper handwashing hygiene when possible
- Self-monitoring for symptoms of COVID-19 (Links to an external site.)
- Staying home if you are ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

**Approved by the Faculty Senate on July 1, 2020**

Instructors will have seating charts for their classes. These are important for maintaining appropriate social distance during class and facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seat at every class meeting and must not move furniture. Students should not eat or drink during class time.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking and social distancing requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow these basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and social distancing requirements. For instance, where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact OARS (Links to an external site.) (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

**Approved by the Faculty Senate Executive Committee on July 30, 2020**

Health and well-being impact learning and academic success. Throughout your time at the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. You can learn about the free, confidential mental health services available on campus by calling [336-334-5874](tel:336-334-5874), visiting the website at <https://shs.uncg.edu/> (Links to an external site.), or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> (Links to an external site.) or reaching out to [recovery@uncg.edu](mailto:recovery@uncg.edu)

### **COVID-19 Spartan Shield Video**

UNCG Chancellor Frank Gilliam has challenged us to create a Culture of Care at UNCG where we all wear face coverings and social distance, less to protect ourselves but rather more to protect everyone around us. It shows that you care about the well-being of everyone around you. We have created this video featuring your student body presidents to better explain how and why this is so important.

Please watch this video before the first day of classes.

### Shield Our Spartans

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