

Syllabus 21F



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 any prerequisites of 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:

- Harper Roehm, Associate Professor of Marketing
 - **Classroom: Online.**
 - Email: haroehm@uncg.edu (<mailto:haroehm@uncg.edu>)
 - All emails should contain a SUBJECT line that identifies which class. For example, MKT 330 F or Fall.
 - 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.
 - Office hours – online/virtual:
 - Zoom Tuesday 1:30 pm – 2:30 pm, or by appointment.
 - 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.
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- **MEHT Department:**

Contact information for MEHT Administration – Office 441 Bryan Building.

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 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:

- o SLO1: Gain a broad overview of social media.

- SLO2: *Know* the strengths and weaknesses of various social media platforms and their relevance for different types and sizes of organizations.
- SLO3: *Acquire and evaluate* marketing research for the use of social media platforms to develop, implement, and modify marketing strategies for products and services.
- 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.
- 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.
- SLO6: *Develop* a marketing plan for a product or service that includes elements of social media.

6. TEACHING METHODS

- This course will utilize lectures, class discussions, exams, and individual projects.

7. TEXTS/READINGS/REFERENCES – Book

- **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 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)
- **Optional free Book**

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](http://www.amazon.com/Kipp-Bodnar/e/B005N2TES4/ref=dp_byline_cont_book_1) ↗ (http://www.amazon.com/Kipp-Bodnar/e/B005N2TES4/ref=dp_byline_cont_book_1)

(Author), [Jeffrey L. Cohen](http://www.amazon.com/Jeffrey-L.-Cohen/e/B005OZ73T2/ref=dp_byline_cont_book_2) ↗




(http://www.amazon.com/Jeffrey-L.-Cohen/e/B005OZ73T2/ref=dp_byline_cont_book_2)

- **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>  (<https://login.libproxy.uncg.edu/login?url=http://site.ebrary.com/lib/uncgreen/Top?id=10524025>)
- **If you prefer to purchase this optional book** here is the [amazon link](http://www.amazon.com/dp/1118167767/ref=rdr_ext_tmb)  (http://www.amazon.com/dp/1118167767/ref=rdr_ext_tmb) 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.
- 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
Simulation	1-6	20
Personal branding project	1-6	15
Hootsuite Certification	1-6	5
Participation	1-5	5
Exam 1	1-5	15
Exam 2 (cumulative)	1-6	25
Total		105 points


- **ASSIGNMENTS:**

- No assignments are accepted late, **but** there is an **extra credit assignment** worth one assignment at the end of the semester.
- Many assignments are submitted online.
- Assignments are graded for grammar, spelling, organization, completeness, and overall professionalism.
- If required, all gathered/non-original material should be referenced. APA Guidelines ([Purdue University's Online Version](https://owl.english.purdue.edu/owl/resource/560/01/) ) (<https://owl.english.purdue.edu/owl/resource/560/01/>).
- Students who are concerned about their writing can work with the [UNCG writing center](https://writingcenter.uncg.edu/)  (<https://writingcenter.uncg.edu/>). It should be noted that the Writing Center is busy so contact well in advance of the due date of the assignment.
- Students who are concerned about their verbal skills can work with the [UNCG speaking center](https://speakingcenter.uncg.edu/)  (<https://speakingcenter.uncg.edu/>). It should be noted that the Writing Center is busy so contact well in advance of the due date of the assignment.
- The due dates for assignments are included in the syllabus schedule section at the end of the syllabus unless otherwise noted.
- All information submitted, including a 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](https://osrr.uncg.edu/academic-integrity/)  (<https://osrr.uncg.edu/academic-integrity/>).

- FAILURE TO MEET THESE INSTRUCTIONS COULD RESULT IN 5 PERCENT PENALTY ON AN ASSIGNMENT.
- SAVE ELECTRONIC BACKUP COPIES OF YOUR ASSIGNMENTS.
- Note: Files saved on flash or online drives, or ones sent via email attachment should have the label same information.
- Students will be individually playing the role of social media marketer for a company. Responsibilities include analyzing marketing research to create content to achieve company goals. Details will be provided early in the semester.
- **PLATFORM TRAINING.** Hootsuite platform training. An individual project.
- **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.

- **PERSONAL BRANDING PROJECT:** Students will be designing, posting, and evaluating content in terms of achieving some goals such as growing followers. Details will be provided during the semester.
- **EXAMINATIONS**
 - There will be two exams in this course.
 - The second exam is cumulative.
 - 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**.
 - Make-up Exam Policy:

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.

- **Excused Make-up Requirements:**

Student encounters a serious, unexpected, and valid emergency or is involved in an official school-related activity, not including voluntary school activities. In such situations to earn an excused make-up you need to:

- **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 unable to contact me.**
 - **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.**
 - 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.
- **Not Excused Make-up Requirements:**
 - Contact me immediately.
 - Take the exam 48 hours after the exam window closes.
 - 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.
 - 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 M., a week before the exam.**

9. ACCOMMODATIONS:

o OARS/ADA:

UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Challenges that require accommodations such as for testing in 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/> ↗ (<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>)

10. ABSENCES FOR UNIVERSITY-SPONSORED ACTIVITIES:

- o **The University recognizes the importance of certain extra-curricular and co-curricular activities (including travel days) that enhance student learning, personal development, and professional growth. Instructors will excuse absences of students for participation in University-sponsored events under the following conditions:**
 - **Students who expect to miss one or more class meetings due to participation in university-sponsored activities should:**
 - **Notify the instructor(s) at least five class days in advance.**
 - **Arrange to complete all missed work *in advance* of the absence whenever practicable as judged by the instructor(s). When missed work cannot be completed in advance, the instructor(s) should provide students with the opportunity to make up the work. Students should be aware, however, that not all kinds of work can be made up. The instructor(s) have the discretion to deny make-up work if (i) alternative assignments place an unreasonable demand on the instructor, (ii) the original assignment is such that not completing it at the originally assigned time impedes student learning**
 - **Present relevant documentation of participation in a relevant University-sponsored activity to the instructor(s) upon request.**

- **Students who expect to miss more than three class periods of any single course of any kind in a term or more than two consecutive meetings of a laboratory course in order to participate in University-sponsored activities should inform the instructor at the beginning of the course. In the case that the faculty member cannot make reasonable accommodations for make-up work, the student may appropriately be advised to drop the course.**

11. Absents due to Religious Observance.

- **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. For more information on UNCG's Religious Obligations policy, visit: <https://catalog.uncg.edu/academic-regulations-policies/university-policies/> ↗ (<https://catalog.uncg.edu/academic-regulations-policies/university-policies/>)**
- **f 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.**
- **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 website. If you still have questions, please contact the Dean of Students (see contact information below) if you have any questions.**

Dean of Students contact information:

210 Elliott University Center, PO Box 26170

1.336.334.5514 EMAIL deanofstudents@uncg.edu (<mailto:deanofstudents@uncg.edu>)

13. Elasticity Statement: The professor works hard to hold to the stated schedule of due dates, BUT dates can change. Students will be notified via email/Canvas Announcement of any changes. A major goal of this class is to provide a fair learning experience so If a change presents a challenge a student should contact the professor immediately so the issue can be resolved.

14. Technical support: Students with technical issues with the course and email should contact 6TECH for support either by email or phone or chat (<https://its.uncg.edu/Help/6TECH/>). Please also make your instructor aware of the issue, and if there will be any delays in resolving the issue.

15. The Course Schedule is posted in Canvas. If you have questions, please let me know.

16. Grading Scale

A	92 to 100		
A-	90 to 91.99	B-	80 to 81.99
		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

17. Student expectations of Faculty

- **Bryan School Faculty and Student Guidelines**

Bryan Faculty and students in this course are expected to adhere to the guidelines stated at this link: <https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf> ↗ (<https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf>)

- I have two very important goals:
 - Provide students with the marketing concepts that assist them in becoming productive contributors in the community (see Course Learning Objectives below).
 - Create a learning environment where students feel fairly treated.
- If you have a question/issue, please feel free to contact me.

18. ACADEMIC INTEGRITY POLICY

By submitting an assignment, each student is acknowledging their understanding and commitment to the Academic Integrity Policy on all major work for the course. Refer to the following URL: <https://osrr.uncg.edu/academic-integrity/> ↗ (<https://osrr.uncg.edu/academic-integrity/>)


19. 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.

20. IMPORTANT UNCG COVID 19 INFORMATION & POLICY

Note this is a 100% Online course so some of the standards may not apply.

As we return for fall 2021, the campus community must recognize and address continuing concerns about physical and emotional safety, especially as we will have many more students, faculty, and staff on campus than in the last academic year. 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:

- [Following face-covering guidelines](https://update.uncg.edu/community-standards/)  (<https://update.uncg.edu/community-standards/>)
- Engaging in proper hand-washing hygiene when possible
- Self-monitoring for symptoms of COVID-19
- 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.

Instructors will have seating charts for their classes. These are important for facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seats 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 requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow the 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 other requirements.

For instances 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 (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

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