



## East Texas A&M University

### MKT 540: Social Media Marketing

#### Online classroom

Instructor: Dr. Ruiliang Yan

Office Location: Dallas

Office Hours: M 9:00-11:00am and online W 2:00-4:00pm

Office Phone: 903-886-5692

Office Fax: 903-886-5693

University Email Address: Email: [Ruiliang.Yan@tamuc.edu](mailto:Ruiliang.Yan@tamuc.edu) (the best way to contact me)

Preferred Form of Communication: **Email is the preferred communication in this class, emails will be sent to students Texas A&M-Commerce account ONLY. Students must routinely check email.**

Communication Response Time: **Email should be sent through your Leo account. Email subject should begin with “MKT 540.01W”. Email with the right format can expect response within 24 hours, otherwise it is more likely to be missed due to overwhelming emails\*\*\***

#### Academic Honesty

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

#### Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

#### Scholarly Expectations

All works submitted for credit **must be original works created by the scholar uniquely for the class.** It is considered inappropriate and unethical, particularly at the graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

## Required Materials –

- TEXTBOOK: “Essentials of Social Media Marketing,” by Michelle Charello  
Publisher: Stukent

Once registered, you will be able to log in from [home.stukent.com](http://home.stukent.com) at any time to access the e-text. You have the option to buy the ebook directly in your Stukent account, or redeeming an access code you may have purchased from the bookstore to gain paid access. I recommend you purchase from within your Stukent account, as the bookstore may mark up the price of the book. If you have any general questions about the textbook, you can contact Stukent Support. Their hours and contact information are located here- <https://www.stukent.com/contact-us/>

## Course Description

COURSE DESCRIPTION Today, consumers spend several hours each day using social media, mostly on our mobile devices. This course focuses on current social media trends and marketing strategies, both for consumer and business audiences. It will explore the social media industry and how organizations incorporate social media into their business strategy. The course will also provide best practices for graduate students to present their personal brand on social media.

## Course Objectives

Graduate students who complete this course will demonstrate the following: - Critically evaluate a company’s business needs and develop social media recommendations that fulfill those needs. - Understand, analyze, and utilize quantitative data to make social media marketing decisions. - Effectively communicate their grasp of social media marketing concepts. - Comprehend owned, paid, and earned media and identify key players in the social media ecosystems. - Recognize and utilize a variety of social media tools and applications. - Analyze and evaluate the development and execution of social media marketing campaigns. - Understand how to use effectively use social media platforms and tools for business purposes.

### **\*OUR SCHEDULE WILL RUN ON CENTRAL STANDARD TIME.**

*Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, Room 314, (903)886-5133.*

**Grade Distribution:** The following scale will be used to grade the student:

- A = 90%-100%
- B = 80%-89.9%
- C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

**PLEASE NOTE: All assignments must be completed by the due date. Any late submission will be graded to zero. No extensions or make-up will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.**

Weights for Assessment		
Mandatory Zoom meetings	40 pts	40 pts
Exams	360 pts	360 pts
Cases (four)	50 pts x 4	200 pts
Project (Two)	200 pts	200 pts
Social Media Marketing Certificate	50 pts	50 pts
Total:		850 pts

## Exams

We have 4 exams. The time limit for each exam is 100 minutes. Exams are closed book and individual. That means using your book or notes, or working with another student is NOT allowed. No make-up is allowed unless you are excused before the deadline.

## Four Cases

You will do 4 case studies throughout the semester. You'll watch these sessions on the days marked in green on the schedule. You will listen to the lecture on stuent.com and do a case analysis about you learned from this lecture. You can use bullet points, diagrams, prose, or any other format that helps analyze the material effectively.

## Projects

We have two projects need to be completed. Each project costs 50 points to you.

**IMPORTANT: Late submission will not be acceptable. turnitin.com will be used to check the submitted case papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 20%. For a grade "A" project, its turnitin must be less than 8%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.****

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## Hootsuite Social Media Marketing Certificate

Industry-recognized certification that demonstrates your expertise with the essential elements of social marketing to clients and employers. A permanent online certificate to showcase your digital expertise that you can link to from your blog, website, or any other online profile such as LinkedIn. Also you can write in your resume. • Hootsuite Social Marketing Certification: by passing a 60-question online exam, testing your knowledge of the core principles of social media marketing. The exam is based exclusively on the Social Marketing training videos in this course - which cover everything from creating a social media strategy and optimizing profiles to social content marketing and audience building. • It is free! No cost. Instructions for getting certification will be notified later. Once you complete and obtain the certification, you will receive an email or you can download the certificate from the website. Please submit the copy of certificate on D2L, you will get 50 points. You can sign up with your name and email address at HubSpot Academy to get Social Media Certification. There are video courses to take to understand effective social media strategy and the exam you have to take to get the certificate. <https://academy.hubspot.com/courses/social-media>

Hootsuite Platform certification: you can take the video courses about Hootsuite platform and take the exam to get the online certificate. It would be helpful for your career in social media marketing field as Hootsuite (All-in-one platform to manage social media) is the biggest social media management tool, used by over 15 million people and more than 800 of the Fortune 1000 companies. <https://www.hootsuite.com/>

## TECHNOLOGY REQUIREMENTS

### LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

## ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

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**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

## COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

## University Specific Procedures

### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

### TAMUC Attendance

For more information about the attendance policy please visit the [Attendance Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

### Students with Disabilities-- ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

### Office of Student Disability Resources and Services

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Texas A&M University-Commerce  
Gee Library- Room 162  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.