



East Texas A&M University

MKT 497: 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

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Office Fax: 903-886-5693

University Email Address: Email: Ruiliang.Yan@tamuc.edu

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

Communication Response Time: **Email should be sent through your Leo account. Email subject should begin with “MKT 497.01W”. 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 East Texas A & M University. 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 East Texas A & M University 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 East Texas A&M University 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

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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 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

Social Media Marketing (SMM) is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly-defined audiences. Social media is changing how business is done around the world in almost every industry. The marketing and business worlds are undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give consumers a voice and connect them with their friends and other like-minded consumers, and it has also opened up numerous new communication channels available for marketers and brands to connect with current and potential customers. The overarching goal of this course is to obtain a clear perspective on what’s really going on in social media marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

Course Objectives

- How social media has disrupted traditional marketing
- The benefits of and why social media marketing is important
- How to develop their personal brands in social media
- How to create a social media marketing strategy
- Creating and optimizing business profiles on each social network
- Implementing a social media content strategy on each social network
- The benefits of and how to market with blogs, vlogs, podcasts and webinars
- How to launch a social media marketing campaign
- How to create a social media influencer marketing strategy
- Creating an employee advocacy program
- Social media policies and crisis response plans

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- Social media advertising on each social network
- Social selling
- Social media analytics and measuring ROI

By the end of the course, students will know how to implement a successful content strategy for Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn, and YouTube.

***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
Quizzes	20 pts x 18	360 pts
Write-up assignments (two)	50 pts x 2	100 pts
Individual project (One)	100 pts	100 pts
Total:		600 pts
BOBUS: Social Media Marketing Certification 50 pts		

Quizzes

There are 18 CH quizzes total. You only have ONE ATTEMP to finish each quiz. The time limit for each quiz is 30 minutes. It's being said, you need to finish it within 30 minutes after you start it. Quizzes 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.

Write-up assignments

You will watch 2 Expert Sessions 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 an at least one-page write-up (single-spaced). In this write-up, you will teach someone everything you learned from this lecture. This is not a simple summary or regurgitation of information. Rather, you must organize the information and explain it in a way that helps someone else learn the material. You can use bullet points, diagrams, prose, or any other format that helps teach the material effectively.

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.**

Individual Project

The project materials, instructions, and requirements are posted in D2L.

1. Hootsuite Social Media Marketing Certification

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, then you will get the extra credit, 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 (Optional): you can take the video courses about Hootsuite platform and take the exam to get the online certificate. It is optional to you, but 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 East Texas A&M University 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

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.

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](#) webpage and [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

East Texas A&M University

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

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

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

Nondiscrimination Notice

East Texas A&M University 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.