

MKT 540: Social Media Marketing

COURSE SYLLABUS: 2026 Spring

Professor: Dr. Yuying Shi
Email: yuying.shi@etamu.edu
Classroom: Online
Office Phone: 903-886-5692
Office Fax: 903-886-5693
Office Hours: T, TH 1:45pm-3:00pm. RM205 (Main Campus)
Virtual office hour: Friday 3:00pm-5:30pm
Preferred Form of Communication: Email (always put course number in the subject line)
Communication Response Time: within 24 hours, no later than 48 hours (weekends).

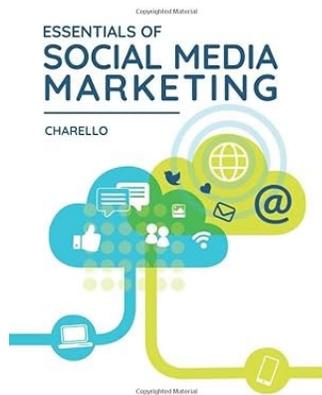
COURSE INFORMATION

Required Text and Materials:

Essentials of Social Media Marketing

Michelle Charello

ISBN: 0999630237



Course Description

MKT 540 provides a comprehensive introduction to the principles and practices of social media marketing within contemporary digital environments. The course examines major social media platforms such as Facebook, Instagram, Snapchat, X, Pinterest, YouTube, blogs, vlogs, webinars, and LinkedIn. Students will study foundational concepts that guide effective social media strategy, including social media policies, and social selling. Emphasis is placed on content development, platform selection, and the integration of owned, paid, and earned media. The

course prepares graduate students to operate in a dynamic marketplace in which digital and social channels influence a large proportion of marketing activities and career opportunities.

Student Learning Outcomes

1. Develop social media strategies that address organizational needs and align with broader marketing goals.
2. Analyze quantitative and qualitative data to inform social media decisions.
3. Demonstrate a clear understanding of core social media concepts, including platform functions and media types.
4. Apply appropriate social media tools and platforms to support business communication and engagement.
5. Evaluate the planning and execution of social media marketing campaigns and articulate recommendations for improvement.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

The course requires the use of the learning management system (D2L), and the use of Microsoft Word, Excel and PowerPoint to conduct assignments and presentations.

Instructional Methods

The course will use a combination of lecture ppts, videos and online discussions. All course materials are put under doc sharing in D2L.

Student Responsibilities or Tips for Success in the Course

Regularly logging into the course website is required. Students should check their emails frequently to receive notifications and updates of course processes. Although the professor will send reminder emails when an assignment is due, it is your responsibility to meet all deadlines. It is the responsibility of the student to ensure that all notifications and materials sent to the professor are received by the professor. You should plan your time carefully.

Deadlines are absolute:

All discussions, assignments and exams must be completed on the due date. **Late work will not be accepted and will be graded as zero.**

Email Policy:

When you send me email, be sure to include the course title (MKT540) and section number in the subject line. I receive more than 50 emails a day. To ensure that your email reaches my inbox and reduce confusions, do include your course title and section number in your email subject line.

Students are required to check their email at least once a day. The eCollege environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

Academic Honesty Policy

Students are required to sign and return the academic honesty policy document during the first week of the class. Any form of cheating is not allowed or tolerated in this class and will be

reported to the college and graduate school. The cheating includes but is not limited to: copying, lying, copying from another's assignment or test, changing the answers on an exam or assignment for re-grade, assisting another student in doing dishonest behavior.

GRADING

Your grade will be determined by your performance on two exams, one individual assignment, class participation, and group projects. The point distribution for the course is as follows:

Your final grade is your total points earned divided by the course's total points. The following scale will be used to assign final grades:

| | | | | | |
|-------|-----------|---------|---------|---------|--------|
| SCORE | ≥ 90 | 80-89.9 | 70-79.9 | 60-69.9 | < 60 |
| GRADE | A | B | C | D | F |

Assessments

| Assignments | Points | Relating to Outcome |
|---|-----------|---------------------|
| Academic Honesty Policy | Pass/fail | |
| 3 Discussions (50 points each) | 150 | 1,2,3,4,5 |
| 2 individual assignments (50 points each) | 100 | 1,2,3,4,5 |
| 2 Exams | 200 | 1,2,3,4,5 |
| Total Points | 450 | |

Introduction and Academic Honesty Document

Please sign the academic honesty document and introduce yourself to your classmate in student lounge by week 1. You should include at least the following information (not exhaustive though): your name, major, your school status (full/part, year). This is to help you get familiar with your classmates.

Exam

Two exams will be administered during the semester. All assessments will take place in class. The exam will cover textbook readings, lecture content, videos, and any material presented by guest speakers. Students are responsible for all material introduced in the course, regardless of the format in which it is delivered. There will be no make-up quizzes or make-up exams.

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

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>

Interaction with Instructor Statement

Email Response:

The preferred method of communication is through emails. I usually respond within 24 hours (generally quicker than that). In weekend, the response time can be 48 hours.

Assignment Policy

All assignments will be graded within one week, or at least no more than 10 days after the due date. Some students might turn in the assignment earlier than the due date. I usually grade all assignment together unless you make specific requirement.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Deadline

Deadline is absolute. Missed assignments and exams will result in 0 points. Under exceptional conditions, a late assignment may be accepted with the permission from the professor. However, under no circumstances will an assignment be accepted more than one week late.

Time Zone:

The default time zone is Central Standard Time (CST) for all assignments, exams, discussions etc.

Extra credit policy:

NO extra credits will be awarded for individual students. Don't attempt to ask for individual extra credit at the end of semester to raise your grade. It is not fair to other students.

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

Artificial Intelligence

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed. In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty
13.99.99.R0.10 Graduate Student Academic Dishonesty

NOTE: Please do not use any form of Artificial Intelligence (AI) for any assignments in this course. I am only interested in reading your work, not that of a computer.

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>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.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

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

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.

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.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

COURSE OUTLINE / CALENDAR

The course schedule will be discussed in the first course and will be posted on D2L.