Florida Gulf Coast University
Lutgert College of Business
Marketing Department
MAR3235 Social Media Marketing
Spring 2016

Course name: Social Media Marketing
Course mode: Online with 3 exams on campus
Exam 1, 2/11/16, 9:30 AM - 10:45 AM, Lutgert Hall 2210
Exam 2, 3/24/16, 9:30 AM - 10:45 AM, Lutgert Hall 2210
Exam 3, 4/28/16, 8:15 PM - 10:30 PM, Lutgert Hall 2210

CRN: 11139
Credit hours: 3

Instructor: Dr. Tran, Ph.D., Assistant Professor of Marketing
Office: Lutgert Hall, 3347
Office hours: Tuesday 10 AM – 11 AM
Wednesday 10 AM – 12 PM and 1:30 PM – 2:30 PM
Thursday 10 AM – 11 AM
By appointment
Email: Canvas

Catalog course description:
The study of media convergence to implement marketing strategies and techniques for both consumers and business markets. Emphasis on building customer relationships and brand identity via advanced communication technologies. Prerequisite: MAR 3023 with a minimum grade of C.

Objectives:
Upon completion of this course, students should be able to:
- Describe the social marketing system and its impact on traditional marketing strategy.
- Explain the social media marketing process.
- Explain the various social media platforms and purposes.
- Integrate social media marketing into the marketing plan to promote brand/company awareness.
- Evaluate the effectiveness of a media campaign using appropriate and informative metrics for tracking campaign and strategy performance.

Course materials:
Required text:
ISBN-10: 1473913012
Canvas:
Course materials will be available within Canvas. You can access Canvas using the Internet at the website [http://canvas.fgcu.edu/](http://canvas.fgcu.edu/). The site is password protected. You can learn more about Canvas by reviewing the online material. Should you encounter any problems at any time on Canvas, it is your responsibility to contact the Help Desk at 239.590.7100 or aetsprt@fgcu.edu.

Outside readings and/or journal papers:
Outside readings and journal papers will be provided as determined by the instructor. You may be required to find published readings through FGCU libraries.

Course format:
A combination of readings, articles, assignments, and exams will be used in this course.

Grading:
Your grade will be based exams, online quizzes, and assignments.

Exams:
Exams are on campus in Lutgert Hall. Exam dates are as follows:
Exam 1, 2/11/16, 9:30 AM - 10:45 AM, Lutgert Hall 2210
Exam 2, 3/24/16, 9:30 AM - 10:45 AM, Lutgert Hall 2210
Exam 3, 4/28/16, 8:15 PM - 10:30 PM, Lutgert Hall 2210

Exams will cover assigned readings, articles, and other material. You are responsible for the material even if it is not mentioned or emphasized. Exams are closed book and closed notes.

Make-up exams will be administered only under extreme circumstances; documentation will be required. Make-up exams may contain different questions and may contain only essay and short-answer questions. Make-up exams will only be administered during the week of final exams at the end of the semester. If class is cancelled on a scheduled exam day, the exam will be administered at the next available time. You may be assigned or reassigned seats for exams.

**You are responsible for bringing your own scantrons on the day of the exam for all exams (Pearson NCS Test Sheet 100/100 Form No. 95679).** No scantrons will be distributed on exam days.

Original exam scantrons will be retained; if requested, only copies of your exam scantrons will be returned to you.

Assignments:
More information about assignments will be provided throughout the semester. Assignments will be submitted on Canvas; it is your responsibility as a student to check Canvas for details regarding assignments throughout the semester. It is recommended that you check Canvas daily for information regarding this course and assignments.
Quizzes:
Use a planner (electronic or paper) and keep track of all due dates for quizzes. Due dates will not be extended without the appropriate paperwork. For example, if you were ill and went to the emergency room, bring the paperwork when you request the extension.

Late work:
Assignments turned in late will earn a failing grade of zero. You should be submitting assignments on time.

Course grade:
The grade distribution will be as follows:

<table>
<thead>
<tr>
<th>Description</th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>400</td>
<td>27.68%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>400</td>
<td>27.68%</td>
</tr>
<tr>
<td>Exam 3</td>
<td>400</td>
<td>27.68%</td>
</tr>
<tr>
<td>Assignments</td>
<td>90</td>
<td>6.23%</td>
</tr>
<tr>
<td>Online quizzes</td>
<td>155</td>
<td>10.73%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1445</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Final course grades will be assigned according to the following:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
</tr>
<tr>
<td>C</td>
<td>73-76</td>
</tr>
<tr>
<td>C-</td>
<td>70-72</td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
</tr>
<tr>
<td>D</td>
<td>63-66</td>
</tr>
<tr>
<td>D-</td>
<td>60-62</td>
</tr>
<tr>
<td>F</td>
<td>0-59</td>
</tr>
</tbody>
</table>

It is expected that grades will be assigned on a straight scale. However, curving may be undertaken if necessary.

Grade appeals and incompletes:

Grade appeals:
Any exam, quiz, or assignment submitted for the regrading of one part (or one question) is subject to a complete regrade. As a result, the grade may increase, stay the same, or decrease. For all grades posted on Canvas, you will have up to 2 weeks to schedule a time to meet with me regarding your grade. Two weeks after the grade posting on Canvas, you will **not** be able to meet with me and **appeal** the grade for that particular exam, quiz, or assignment.
Incompletes:
An "I" grade indicates that you have not completed a limited portion of the required course work due to extenuating, unforeseen circumstances (e.g., one assignment or exam due to illness or personal emergency). For more information on incomplete grades, go to http://www.fgcu.edu/CoB/grades.html.

Student communications and conduct:
You are expected to act in a professional manner reflecting the norms of conduct of the corporate workplace. You are expected to conduct yourself professionally in all interactions regarding this course. Electronic communications need to start with a greeting, and include complete sentences with correct grammar, spelling, and punctuation. Use the conversation function in Canvas to contact me. Avoid emailing me from your personal email accounts; Family Educational Rights and Privacy Act (FERPA) prohibits me from emailing information about grades to accounts other than your FGCU email account.

Class discussions (including online discussions) require professional courtesy and language. You must demonstrate respect for others in the course – rude behavior and interruptions will not be tolerated. As a minimum, you need to be familiar with and adhere to all principles as described by the Student Code of Conduct (http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf). You are responsible for knowing and adhering to the provided guidelines.

Academic integrity:
All exams, quizzes, and assignments are to be your individual work. The work you submit should be from you, not from other sources, which include the Internet, former students, and other current students. Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Academic dishonesty includes cheating and plagiarism. For more details, please go to http://studentservices.fgcu.edu/StudentConduct/ and http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf. The policies outlined on this website and PDF file will be followed.

This is from section E Prohibited Conduct, pages 5-6 of FGCU’s Student Code of Conduct and Student Conduct Review Process:

1. Academic Dishonesty
   a) Cheating, includes, but is not limited to:
      1) Intentionally using or attempting to use any unauthorized assistance (including, but not limited to materials, communication of information during an academic exercise, notes, study aids or devices) in an academic exercise, including, but not limited to, quizzes, tests, or examinations;
      2) Use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments;
      3) The acquisition, without permission, of tests or other academic material belonging to a member of the University faculty or staff;
4) Engaging in any behavior specifically prohibited by a faculty member in the course syllabus or class discussion;
5) Submitting work that has been purchased or borrows generously from work submitted in a previous or concurrent class, except where expressly permitted by the instructor; or
6) Communication to another through written, visual, electronic, or oral means.
b) Selling notes, handouts, or other materials without authorization or using them for any commercial purpose without the express written permission of the University and the instructor.
c) Falsifying or misrepresenting your academic work.
d) Plagiarism: using work appropriated without any indication of the source.
e) Knowingly helping another student violate academic behavior standards.

The term “cheating” includes, but is not limited to, (1) use of any unauthorized assistance in completing quizzes, exams, or assignments; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university. The term “plagiarism” includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

Copying or using material from papers previously submitted by others (at FGCU or other learning institutions) or downloaded from the Internet is plagiarism. If you quote material, you must cite your sources. Large scale “copying and pasting” from other sources, even if properly noted, does not meet the criterion of submitting your own work and will possibly result in a failing grade for the course.

You are expected to demonstrate honesty in your academic pursuits.

**Disability accommodations services:**
Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services (239.590.7956 or adaptive@fgcu.edu). For more information, go to [http://www.fgcu.edu/adaptive/](http://www.fgcu.edu/adaptive/).

**Student observance of religious holidays:**
All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is
to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

**Library resources:**
Main page: http://library.fgcu.edu/
Tutorials & handouts: http://library.fgcu.edu/RSD/Instruction/tutorials.htm
Research guides: http://fgcu.libguides.com/
Faculty support: http://library.fgcu.edu/faculty_index.html
Contact: http://library.fgcu.edu/LBS/about/contactus.htm

**Disclaimer:**
The syllabus may be modified at the instructor’s discretion. The information contained in this course syllabus are subject to change in the event of extenuating circumstances or class progress. Any changes that take place will be announced.

**To be successful in this course:**
1. Purchase or rent the course textbook; make sure you have the correct edition.
2. Read the course textbook and other assigned materials.
3. Note all important dates in your planner, including exam dates and assignment due dates. Check your planner daily. If you use a monthly and weekly planner, it is a good idea to mark all important dates on both the month and week pages.
4. Review and use study methods you may have encountered in other classes or preparatory college courses.
5. If you are not familiar with Canvas, it is your responsibility to practice using it and learn how to use the various functions and tools of Canvas.
6. Check Canvas often for updates.

**Tentative schedule:** We will attempt to stay as close to this schedule as possible. However, it **may be adjusted** to accommodate class progress or emergencies.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Read</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6-Jan</td>
<td>Introduction to the course, syllabus discussion</td>
<td>Syllabus</td>
</tr>
<tr>
<td>2</td>
<td>11-Jan</td>
<td>Ch 1 The horizontal revolution</td>
<td>Ch 1</td>
</tr>
<tr>
<td>3</td>
<td>18-Jan</td>
<td>Ch 2 Strategic planning with social media</td>
<td>Ch 2</td>
</tr>
<tr>
<td>4</td>
<td>25-Jan</td>
<td>Ch 3 Social consumers</td>
<td>Ch 3</td>
</tr>
<tr>
<td>5</td>
<td>1-Feb</td>
<td>Ch 4 Digital communities</td>
<td>Ch 4</td>
</tr>
<tr>
<td>6</td>
<td>11-Feb</td>
<td><strong>Exam 1, 9:30 AM - 10:45 AM, Lutgert Hall 2210</strong></td>
<td>NA</td>
</tr>
<tr>
<td>7</td>
<td>15-Feb</td>
<td>Ch 5 Social community</td>
<td>Ch 5</td>
</tr>
<tr>
<td>8</td>
<td>22-Feb</td>
<td>Ch 6 Social publishing</td>
<td>Ch 6</td>
</tr>
<tr>
<td>9</td>
<td>1-Feb</td>
<td>Ch 6 Social publishing</td>
<td>Ch 6</td>
</tr>
<tr>
<td></td>
<td>7-Mar</td>
<td>Spring break, no classes</td>
<td>NA</td>
</tr>
<tr>
<td>10</td>
<td>14-Mar</td>
<td>Ch 7 Social entertainment</td>
<td>Ch 7</td>
</tr>
<tr>
<td>11</td>
<td>24-Mar</td>
<td><strong>Exam 2, 9:30 AM - 10:45 AM, Lutgert Hall 2210</strong></td>
<td>NA</td>
</tr>
<tr>
<td>12</td>
<td>28-Mar</td>
<td>Ch 8 Social commerce</td>
<td>Ch 8</td>
</tr>
<tr>
<td>13</td>
<td>4-Apr</td>
<td>Ch 9 Social media for consumer insights</td>
<td>Ch 9</td>
</tr>
<tr>
<td>14</td>
<td>11-Apr</td>
<td>Ch 10 Social media metrics</td>
<td>Ch 10</td>
</tr>
<tr>
<td>15</td>
<td>18-Apr</td>
<td>Work on assignment</td>
<td>NA</td>
</tr>
<tr>
<td>16</td>
<td>28-Apr</td>
<td><strong>Exam 3, 8:15 PM - 10:30 PM, Lutgert Hall 2210</strong></td>
<td>NA</td>
</tr>
</tbody>
</table>