Who’s Running This?

Professor: Meredith Wang, Ph.D.
Email: wangy4@sfasu.edu
Phone: (936)-468-6501
Office: Boynton 206
Office Hours: M-F: 11:00-11:50am & T/TH 1:00-1:50 pm

Where Do We Meet?

Class Location: Boynton 202
Class Times: M/W/F 10:00am-10:50am

What Books Do We Need?

<table>
<thead>
<tr>
<th>Name</th>
<th>Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (&amp; Other Social Networks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authors</td>
<td>Dave Kerpen</td>
</tr>
<tr>
<td>Edition</td>
<td>2nd</td>
</tr>
</tbody>
</table>

What’s This Course About?

This course explores how advertising and public relations practitioners can most effectively leverage the power of social media to sell products and control perceptions of a brand.

What Are We Supposed to Learn?

- Apply advertising/PR strategy to social media tactics.
- Understand different types of social media as different types of tactics for strategic communication.
- Use social media for environmental scanning, public assessment, and brand perception.
- Understand social, political, and economic impact of social media on business.
- Explore how future individuals and/or organizations might effectively use social media to accomplish various advertising and public relations goals.

What are some of SFA policies?

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations.

Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Using other’s speeches or preexisting PowerPoint presentations is considered academic dishonesty and will be treated accordingly.

Basically- don’t cheat, I’ll catch you, and then I’ll have to report you- and that’s not fun for anyone.

Boynton Lab Schedule

The Boynton Lab will be available for weekly use. The lab schedule will be posted by the second week of the semester. Use the lab- that’s what it’s here for!

Lab Facility, Computers, and Printers

I know it’s tempting, but food and/or drinks are not allowed in the lab do to the nature of the equipment. Printing that is unrelated to your registered class (which uses Boynton 202 or 209 labs) may revoke ALL printing privileges. Printing to the Color Printer requires approval and must be for specific class assignments.

More Policies (Adopted from Dr. Bailey Thompson)

24/7 Rule

If you have questions about a grade you earned on an assignment, I urge you to contact me about it (via email) to set up an appointment to come in and talk about it. I want you to know what you did wrong, and what you did right. However, please observe the 24/7 policy- take 24 hours after receiving a grade to cool off, try to understand your mistakes, and then shoot me an email. Make
a plan- don’t just come in and say “I don’t like my grade, it should be higher, change it!” Be ready to explain to me what you did, provide justification for your answer, and for why you think the grade is not reflective of what you believe it should be. You will also have 7 days after a grade is posted to contact me to discuss or dispute it. After those 7 days, all grades will stand as is.

Phones in Class

Please do not use your phone excessively during class. If I see excessive cell phone use I reserve the right to ask you to leave the class, and you will be counted absent.

This policy also applies to computer and laptop use.

Rolling in Late

Please arrive to class on time. If you habitually show up late to work, you will most likely get fired. The same applies in class- if you are consistently arriving late for class, I reserve the right to count you absent.

Leaving Early

I expect you to not only arrive on time, but to remain in class for its entirety. This class is scheduled from 10:00am until 10:50am. I expect you to remain in class for the full 50 minutes. (Yes, even on Fridays). If an emergency comes up, please let me know.

Late Work & Late Tests

Late work will not be accepted for any reason.
If a group turns in an assignment or project late, all group members will receive a 0. No exceptions.
If you miss a test, you will not be allowed to make it up for any reason.

What’s The Attendance Policy?

I will take attendance every class via a sign in sheet that will be passed around. It is up to you to make sure that you sign in every class- if you forget, you will be counted absent regardless.

By end of this semester, if you missed less or equal to 3 lectures, your final grade will be increased by half letter grade. If you missed more than 3 but less or equal to 6 lectures, your final grade will not change. If you missed more than 7 lectures but less or equal to 12 lectures, your final grade will be decreased by half letter grade. If you missed more than 12 lectures, you will receive an automatic F in this class.
D2L/Brightspace

All PowerPoints and course material will be posted on D2L. Check it, use it.

Contacting me

Please contact me via SFA email or D2L/Brightspace email. My email address is wangy4@sfasu.edu.

Group Work

**This course is heavy on group work.** Under most circumstances, all group members will receive the same grade for each assignment. However, students who do not regularly attend class, or students who are reported by their group for not completing work will be subject to lower grades.

I fully understand the frustration of working in groups. There will rarely be perfect groups with each member contributing exactly the same amount of excellent work on each and every assignment. However, working in groups is part of life. I will mediate major issues when/if necessary, but for the most part, I want the groups to work out minor issues amongst yourselves.

If there is an extreme instance in which the entire group feels one member is not contributing and they wish to remove the member from their group, I will need an email from the group, detailing the issues in full. At which point, I will set up a meeting with the entire group, and we will discuss the issues and come to a decision as a group.

One the day of the final presentations (and due date for the final book) each group member will also fill out an evaluation on their own work performance, as well as all other group members. This is your time to be honest about who did what, if someone didn’t pull their weight on a certain assignment, etc.

How Will We Be Graded?

<table>
<thead>
<tr>
<th>Grade Breakdown</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Courses* (10 × 10 pts)</td>
<td>100 pts</td>
<td>20%</td>
</tr>
<tr>
<td>Exams* (2 × 100 pts)</td>
<td>200 pts</td>
<td>40%</td>
</tr>
<tr>
<td>Group Research Report**</td>
<td>50 pts</td>
<td>10%</td>
</tr>
<tr>
<td>Group Final Presentation**</td>
<td>50 pts</td>
<td>10%</td>
</tr>
<tr>
<td>Group Final Paper**</td>
<td>100 pts</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>500 pts</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Individual Grades
**Group Grades
I will not discuss grades via email or phone other than to set up an appointment to discuss them in person.

**Final Grade Rounding Policy**

I will round final grades with a .5 or higher. I will not raise final grades with a .4 or lower for any reason.
I will also not round “9” grades. Therefore, if you make an 89 in the class, do not email me asking if I will bump in to a 90. Unless you make an 89.5 or higher, I will not round.

**Assignments**

**Individual Grades:**

**Online Courses**

You will finish ten sections of online courses on social media strategies. All links will be posted on D2L/Brightspace. You will need a Twitter and a Facebook account for these ten sections. Each section usually contains more than one module. You need to finish all of them to receive full credits.

**Exams**

There are two exams in this class, each is worth 20% of your final grade (40% in total). Exam 1 will take place in class on **Monday, Oct 1st**. It covers content from August 27th to September 30th. Exam 2 will take place in class on **Monday Oct 29th**. It covers content from October 3rd to Oct 28th. Exam will cover both the textbook and materials you learned from online courses.

**Group Grades:**

Throughout the semester you will work with one group in the last five weeks. Your group will be randomly selected for you after Exam 2. You will get to know your client on November 2nd.

Throughout the course of the semester you will be working on a large assignment for your client. It will be broken up into 3 parts:

1) **Research**
   i. Research on your client
   ii. Research on your competition
   iii. Research on your target audience

2) **A Strategic Plan**
   i. Objectives
   ii. Budget and Timeline
iii. Evaluation plan

3) A Content Calendar & Final Book

Your group needs to turn in one copy of a complete research report before **Tuesday night 11:59 pm, Nov 27th**. It is worth 10% of your final grade.

You will present the final plan in class as a group. The in-class presentations give you an opportunity to speak in front of a group which is vital in our field. The presentation is also worth 10% of your final grade.

After getting feedback from your classmates, your group needs to turn in one copy of the final book including all three parts of this project before **Sunday night 11:59 pm, Dec 9th**.
**All assignments will have accompanying detailed descriptions that will be available on D2L.**

### Tentative Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Day</th>
<th>Month</th>
<th>Date</th>
<th>Topic Covered</th>
<th>Reading Due</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td>M</td>
<td>Aug.</td>
<td>27th</td>
<td>Getting Started: Knowing Your Class &amp; Professor</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>W</td>
<td>Aug.</td>
<td>29th</td>
<td>Introduction to Social Media</td>
<td>Intro</td>
<td></td>
</tr>
<tr>
<td></td>
<td>F</td>
<td>Aug.</td>
<td>31st</td>
<td>Twitter Flight Path Course</td>
<td></td>
<td><strong>1. Marketing Leadership Path Courses by Sunday Night 11:59 pm</strong></td>
</tr>
<tr>
<td><strong>Week 2</strong></td>
<td>M</td>
<td>Sept.</td>
<td>3rd</td>
<td>Never Stop Listening</td>
<td>Chapter 1</td>
<td></td>
</tr>
</tbody>
</table>
| | W | Sept. | 5th | Define Target Audience | Chapter 2 | **Finish**
| | F | Sept. | 7th | Facebook Blueprint Courses on Audiences |  | **1. Targeting: Core Audiences;**
| |  |  |  |  |  | **2. Targeting: Lookalike Audiences;**
| |  |  |  |  |  | **3. Targeting: Custom Audiences**
| |  |  |  |  |  | **before Sunday Night 11:59 pm** |
| **Week 3** | M | Sept. | 10th | Re-think consumers | Chapter 3 |  |
| | W | Sept. | 12th | Invite Your Consumers to be Your Fans | Chapter 4 | **Finish**
| | F | Sept. | 14th | Facebook Blueprint Courses on platform differences |  | **1. Introduction to Facebook pages;**
| |  |  |  |  |  | **2. Introduction to Instagram;**
| |  |  |  |  |  | **3. Facebook and Instagram;**
| |  |  |  |  |  | **4. Facebook and TV;**
| |  |  |  |  |  | **5. From One Screen to Five: The New Way We Watch TV**
| |  |  |  |  |  | **before Sunday Night 11:59 pm** |
| **Week 4** | M | Sept. | 17th | Create True Dialogue | Chapter 5 |  |
| | W | Sept. | 19th | Respond to Comments | Chapter 6-7 | **Finish**
| | F | Sept. | 21st | Facebook Blueprint Courses on engaging audiences |  | **1. Creating a Facebook Page**
| |  |  |  |  |  | **2. Connect and Engage with Your Audience using Facebook Live**
| |  |  |  |  |  | **3. Messenger: Connect and Communicate with Customers**
| |  |  |  |  |  | **4. Audience Insights**
<p>| |  |  |  |  |  | <strong>before Sunday Night 11:59 pm</strong> |
| <strong>Week 5</strong> | M | Sept. | 24th | Be Authentic, | Chapter 8 |  |
| | W | Sept. | 26th | Be Honest and Transparent | Chapter 9 |  |
| | F | Sept. | 28th | Facebook Blueprint Courses on Audience Network |  | <strong>Finish</strong> |</p>
<table>
<thead>
<tr>
<th>Week 6</th>
<th>M</th>
<th>Oct. 1st</th>
<th>Exam 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>W</td>
<td>Oct. 3rd</td>
<td>Asking Questions on Social Media</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>T</td>
<td>Oct. 5th</td>
<td>Facebook Blueprint Courses on Build Awareness</td>
<td></td>
</tr>
<tr>
<td>Week 7</td>
<td>M</td>
<td>Oct. 8th</td>
<td>Provide Value on Social Media</td>
</tr>
<tr>
<td>W</td>
<td>Oct. 10th</td>
<td>Share Stories</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>T</td>
<td>Oct. 12th</td>
<td>Facebook Blueprint Courses on Campaign Objective</td>
<td></td>
</tr>
</tbody>
</table>

### Advertising Strategies on Social Media

1. Develop Your Campaign with Marketing Insights from Facebook IQ
2. Enhance Your Direct Response Campaigns with Audience Network
3. Ad Policies for Content, Creative, and Targeting before Sunday Night 11:59 pm

### Advanced Strategies on Social Media

1. Advertising Objectives
2. How to Drive Actions Online, in Stores and in Mobile Apps
3. Brand Best Practice
4. Brand Awareness: Reach and Attention before Sunday Night 11:59 pm

### Additional Readings and Application

1. App Installs
2. Facebook Events: Create, Promote, and Drive Ticket Sales
3. Offers: Attract, Convert, and Reward Customers before Sunday Night 11:59 pm
4. Ad Auction and Delivery Overview before Sunday Night 11:59 pm

### Additional Readings and Application

1. Exam 2
2. Leverage Mistakes | Chapter 16 |
# MCM 351 Social Media Strategies
## Fall 2018

<table>
<thead>
<tr>
<th>Date</th>
<th>Week</th>
<th>Day</th>
<th>Assignment/Activity</th>
<th>Reading/Resource</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 2nd</td>
<td>11</td>
<td>M</td>
<td>Consistently Deliver Excitement, Surprise, and Delight</td>
<td>Chapter 17</td>
</tr>
<tr>
<td>Nov. 5th</td>
<td>11</td>
<td>W</td>
<td>Don’t Sell!</td>
<td>Chapter 18</td>
</tr>
<tr>
<td>Nov. 9th</td>
<td>11</td>
<td>F</td>
<td>Group Assignment - Study Your Client (and Your Competition)</td>
<td>Material available on D2L/Brightspace</td>
</tr>
<tr>
<td>Nov. 12th</td>
<td>12</td>
<td>M</td>
<td>Social Media Algorithms</td>
<td>Reading available on D2L/Brightspace</td>
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<tr>
<td>Nov. 14th</td>
<td>12</td>
<td>W</td>
<td>Social Media SWOT analysis</td>
<td>Reading available on D2L/Brightspace</td>
</tr>
<tr>
<td>Nov. 16th</td>
<td>12</td>
<td>F</td>
<td>Group Assignment - Design Field Research for your Campaign</td>
<td></td>
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<tr>
<td>Nov. 5th</td>
<td>13</td>
<td>M</td>
<td>No class - Thanksgiving Break</td>
<td></td>
</tr>
<tr>
<td>Nov. 21st</td>
<td>13</td>
<td>W</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 23rd</td>
<td>13</td>
<td>F</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nov. 26th</td>
<td>14</td>
<td>M</td>
<td>Group Assignment - Define Your Campaign Objectives</td>
<td>Group Complete Research Report Due on Tuesday Night 11:59 pm</td>
</tr>
<tr>
<td>Nov. 28th</td>
<td>14</td>
<td>W</td>
<td>Group Assignment - Finalize Your Campaign Strategies</td>
<td></td>
</tr>
<tr>
<td>Nov. 30th</td>
<td>14</td>
<td>F</td>
<td>Meet with Groups</td>
<td></td>
</tr>
<tr>
<td>Dec. 3rd</td>
<td>15</td>
<td>M</td>
<td>Final Presentations</td>
<td></td>
</tr>
<tr>
<td>Dec. 5th</td>
<td>15</td>
<td>W</td>
<td>Final Presentations</td>
<td></td>
</tr>
<tr>
<td>Dec. 7th</td>
<td>15</td>
<td>F</td>
<td>Final Presentations</td>
<td>Group final paper Due on Sunday Night 11:59 pm</td>
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