MCM 351.600: Social Media Strategies
Fall 2019

Instructor Information

Professor: Bailey Thompson, Ph.D.
Email: thompsonba@sfasu.edu
Office: Boynton 201
Office Hours: T/Th: 1:00pm-3:00pm; W: 1:00pm-3:00pm

Where Do We Meet?

Class Location: Online
Class Times: Online

What Books Do We Need?


What’s This Class 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.

MCM 351 “Social Media Strategies” (3 Credit Hours)
The course is taught online for 16 weeks. The course content generally discusses how advertisers and public relations practitioners might most effectively leverage the power of evolving social media platforms to promote products and/or control perception of a brand. The course also teaches students to understand how target audiences utilize social networks.

What Are We Supposed to Learn?

Program Learning Outcomes:

1. Demonstrate the ability to write effectively across a variety of platforms appropriate the discipline.
2. Gather, organize and analyze discipline-appropriate research and communicate information about it.
3. Understand the role of media in society.
4. Comprehend legal and ethical principles relating to media.
5. Demonstrate the application of media technology, terminology and techniques.

Advertising/Public Relations Concentration PLOS:

1. Demonstrate the ability to construct and create social media across utilizing platforms.
2. Analyze and apply data relevant to social media.
3. Demonstrate the application of media technology and terminology to develop social media.
4. Understand effective visual language and how to apply it to build creative social media.

Student Learning Outcomes:

1. Demonstrate strong creativity, ability and writing in creating social media. Analyze the elements that make social media unique.
2. Research social media using libraries, archives, documents, databases and electronic sources.
3. Assess social media campaign effectiveness using at least two media formats in both written and visual form.
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4. Demonstrate the ability to work within professional standards and deadlines

What are some of SFA policies?

Withdrawal Policy

The last day to drop the course without a “WP or WF” varies by semester. Please consult the SFA Academic Calendar should you anticipate needing to drop the course.

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.

Grade Withheld Policy (Semester Grades A-54)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Professor’s Academic Freedom Policy

PR is often used to clean up messes. Such messes may involve sex, drugs, violence, corruption, and any number of things that we as a society frown upon. Some of the material dealt with in this class may be perceived as controversial or offensive to some students. College is all about learning new things and being exposed to different topics and viewpoints. I urge you all to both listen and speak your mind during class.

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. Please do not throw away your degree by plagiarizing or cheating.
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What are Bailey’s Policies?

24/7 Rule

Your grades are just that- your grades. Not mine. 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.

Late Work & Late Tests

Late work will not be accepted for any reason. This policy is inflexible. One of my primary goals as a professor is preparing you to begin your careers after graduation. One way I can do this is through teaching you (or reinforcing) responsibility and accountability in a classroom setting, albeit online. At work, you cannot turn work in late and be successful, so in this class that will also be the case.

D2L

All course material will be posted on D2L. Check it, use it. In order to be successful in this course I recommend checking and participating in D2L daily.

Contacting Bailey

Please contact me via SFA email, not D2L email. My email address is thompsonba@sfasu.edu.

How Will We Be Graded?

<table>
<thead>
<tr>
<th>Grade Breakdown</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
</tr>
<tr>
<td>Quizzes (12 @ 3%)</td>
<td>36%</td>
</tr>
<tr>
<td>Application Activities (3 @ 4%)</td>
<td>24%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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</tbody>
</table>

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 it to a 90. Unless you make an 89.5 or higher, I will not round.
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Assignments

In this course there will be 4 types of assignments: quizzes, a midterm, a final exam, and activities.

Quizzes

You will have 12 quizzes throughout the course of the semester. Each quiz will assess the material for that week’s module and will be due by that Sunday @ 11:59pm. Quizzes are worth a total of 36% of your grade. Makeups or extensions on quizzes will not be given for any reason. It’s your responsibility to remember to log on and take your quiz each week before the deadline.

Application Activities

You will have 3 application activities during the course of the semester: 1) social media audit 2) GOST and 3) content calendar. These 3 activities will require you to take what you’re reading and apply it into a real-life scenario for a fictional social media client.

Midterm

You will have one midterm during the 6th week of the course. It will cover the first 4 modules of the course. Your midterm is due Sunday, Oct. 6 @ 11:59pm. More details regarding the format of the midterm will be provided no later than a week before the exam. Makeups or extensions on the midterm will not be given for any reason. It’s your responsibility to remember to log on and take your midterm before the deadline.

Final Exam

You will have a final exam due Wednesday, Dec. 11 at 11:59pm. It will cover all content after the midterm. More details regarding the format of the final exam will be provided no later than a week before the exam. Makeups or extensions on the final exam will not be given for any reason. It’s your responsibility to remember to log on and take your final exam before the deadline.
# Social Media Strategies

## Weekly Calendar

I reserve the right to make changes to the calendar at any time. Should I make changes, it is my responsibility as the professor to inform the students. Changes will be posted on D2L. The following calendar is an approximation of our schedule this semester.

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topic</th>
<th>Quiz Due</th>
<th>Reading Due</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aug.26-Sept.1</td>
<td>Syllabus &amp; Course Intro</td>
<td>None</td>
<td></td>
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<tr>
<td>2</td>
<td>Sept.2-Sept.8</td>
<td>What is Social Media Strategy?</td>
<td>Sun. @ 11:59pm</td>
<td>*Posted on D2L</td>
<td></td>
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<tr>
<td>3</td>
<td>Sept.9-Sept.15</td>
<td>Step 1: Social Media Listening</td>
<td>Sun. @ 11:59pm</td>
<td>*Posted on D2L</td>
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<tr>
<td>4</td>
<td>Sept.16-Sept.22</td>
<td>Step 2: Social Media Audit</td>
<td>Sun. @ 11:59pm</td>
<td>*TBD Posted on D2L</td>
<td>Audit Activity Due Sun. @ 11:59pm</td>
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<tr>
<td>5</td>
<td>Sept.23-Sept.29</td>
<td>Step 3: Strategic Planning (Overview)</td>
<td>Sun. @ 11:59pm</td>
<td>*Posted on D2L</td>
<td>GOST Activity Due Sun. @ 11:59pm</td>
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<td>6</td>
<td>Sept.30-Oct.6</td>
<td>Midterm Due Sunday @ 11:59pm</td>
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<tr>
<td>7</td>
<td>Oct.7-Oct.13</td>
<td>Topic 1: Invite Your Customers to Be Your First Fans</td>
<td>Sun. @ 11:59pm</td>
<td>Kerpen Ch. 5</td>
<td></td>
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<td>8</td>
<td>Oct.14-Oct.20</td>
<td>Topic 2: Engage- Create True Dialogue With and Between Your Customers</td>
<td>Sun. @ 11:59pm</td>
<td>Kerpen Ch. 6</td>
<td></td>
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<tr>
<td>9</td>
<td>Oct.21-Oct.27</td>
<td>Topic 3: Responding to Comments</td>
<td>Sun. @ 11:59pm</td>
<td>Kerpen Ch. 7 &amp; 8</td>
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<tr>
<td>10</td>
<td>Oct.28-Nov.3</td>
<td>Topic 4: Being Authentic, Honest &amp; Transparent</td>
<td>Sun. @ 11:59pm</td>
<td>Kerpen Ch. 9 &amp; 10</td>
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<tr>
<td>11</td>
<td>Nov.4-Nov.10</td>
<td>Topic 5: Sharing Stories</td>
<td>Sun. @ 11:59pm</td>
<td>Kerpen Ch. 13 &amp; 14</td>
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<td></td>
<td>Date Range</td>
<td>Topic</td>
<td>Activity Due</td>
<td>Material</td>
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<tr>
<td>12</td>
<td>Nov.11-Nov.17</td>
<td>Topic 6: Integrating Social Media into the Entire Customer Experience &amp; Admitting when you screw up</td>
<td>Sun. @ 11:59pm</td>
<td>Kerpen Ch. 15 &amp; 16</td>
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<tr>
<td>13</td>
<td>Nov.18-Nov.24</td>
<td>Topic 7: Delivering Excitement &amp; Making it Compelling</td>
<td>Sun. @ 11:59pm</td>
<td>Kerpen Ch. 17 &amp; 18</td>
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<tr>
<td>14</td>
<td>Nov.25-Dec.1</td>
<td>No Class: Thanksgiving Break</td>
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<tr>
<td>15</td>
<td>Dec.2-Dec.8</td>
<td>Step 4: Content Calendar</td>
<td>Sun. @ 11:59pm</td>
<td>*TBD Posted on D2L Content Calendar Activity Due Sun. @ 11:59pm</td>
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<tr>
<td>16</td>
<td>Dec.9-Dec.15</td>
<td>Final Exam Due Wednesday @ 11:59pm</td>
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