Social Media Strategies
MCOM-3351

Overview
This course explores the evolving influence of social media in marketing, organizational communications, and public relations. Students examine how traditional communication and marketing strategies often fail with social media-empowered consumers. Through theory, practice, and case discussions, students identify a strategic process for integrating social media into marketing, organizational communication, public relations, and other business operations. Specific strategies for monitoring and engaging are evaluated while students investigate how to apply channels like Facebook, Twitter, LinkedIn, Instagram, YouTube and more to help meet real business objectives. A series of assignments build upon each other toward a final social media marketing plan report for a product, service, or organization.

Learning outcomes
Students fully engaging with this class and completing all the assignments successfully will, as a minimum be able to:

- Students will define and apply the process and strategies for integrating social media into the disciplines of advertising, public relations, marketing, and a firm’s overall business objectives.
- Students will research tactics for engaging consumers in various social media channels and for leveraging social feedback across marketing, research, customer service, human resources, and product development.
- Students will explore the career opportunities available in the social media marketing field while assessing the ethical and legal environment in which social media operates.
- Students will connect the relationships among marketing theory, social media strategy, and tactics and how they come together to form a social media marketing plan as part of integrated marketing communications.

Course Evaluation & Grading
To get credit for this class, students need to meet the following requirements:

<table>
<thead>
<tr>
<th>Case Discussion</th>
<th>Quizzes</th>
<th>Hootsuite Certifications</th>
<th>Midterm &amp; Final Exams</th>
<th>Social Media Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>20%</td>
<td>10%</td>
<td>30%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Details will be provided on D2L.
Grading
Each assignment has a score value corresponding to its percentage (e.g., 20% is a score value of 200 points), with a maximum of 1000 points for the entire course. You have access to your grading information on D2L.
The course outcomes will be assessed through the following mechanisms:

- **Quizzes (20%)** – To enable students to grasp the content of the readings and have a thorough understanding of the course content, there will be a total of 5 quizzes.

- **Case Discussion (20%)** – This assignment requires reading the assigned case discussion, performing research, and applying course concepts to write a response. You will be required to participate in the online discussion 10 times in this course. The assignment has two parts, each with its own due date.
  
  ◦ By **Thursday**, you are required to share your primary response. Your post should be clearly written.
  
  ◦ By **Sunday**, you should reply to at least two of your classmates’ posts. While it is ok to share your personal opinions and examples in your response, you should be sure to anchor your comments in ideas presented in the course materials.
  
  ◦ Your response should move the conversation forward—do not just restate their post, agree, and say “good job.” The goal of this assignment is to, at least in some ways, recreate the intellectual engagement of a seminar discussion. Your two graded responses should be approximately 150-200 words each. You are, of course, welcome to make additional responses to classmates’ posts if you’d like.

- **Hootsuite Certifications (10%)** – Hootsuite University has a series of short, online videos you will watch that will introduce you to the Hootsuite Dashboard and the opportunities for using it to manage and assess social media activity for a brand or multiple brands at once. By the time you watch the videos, you will have the information you need to complete an online Hootsuite exam. The videos take approximately 6-9 hours in total to watch. You can take the exam as many times as you need to until you pass. Once you pass, you are considered “Hootsuite Certified.” This can be a helpful credential as you enter the workforce, especially if you are looking for a social media management position. Once you finish the exam successfully, take a screen shot of the score showing success in passing the exam and email it to Dr. Elhersh.

Teaching Philosophy
My approach to teaching reflects my experiences with my own teachers and mentors, as well as my belief that learning spaces help explore emerging ideas. Students need to be engaged learners. I subscribe to the Japanese concept of Kaizen or “continuous improvement”. Students can achieve their personal and professional best if they continue to make small changes every day, ultimately leading to substantial positive impacts overtime. The process of continuous improvement demands that students reflect upon their daily routines.

Grading Scale:
- A (90-100)
- B (80-89)
- C (70-79)
- D (60-69)
- F (below 59)

Some other important points:
- I expect everyone to give this class their full attention and their full effort. And from my side, I will do everything I can to help you get the best from the class.
- All course material will be posted on D2L. Check it, use it. To be successful in this course, I recommend checking and participating in D2L daily.
- Check your SFA email account. All class correspondence will be sent to you via this account.
- Do NOT use ChatGPT and AI technologies.
Passing this exam constitutes 20% of your total class grade. If you get to a page asking you to pay, you are either having a registration problem and need to contact Hootsuite OR you are logging in at the wrong place. Instructions on how to get started will be posted on D2L. **DO NOT WAIT** until a few days before this is due. I am not Hootsuite technical support and cannot assist you if something goes wrong. You will have to wait for Hootsuite to do that and sometimes it can take a few days to get issues resolved. Start this process as early as you can.

- **Midterm & Final Exams (30%)** – You will have one midterm after the 7th week of the course. It will cover the first 7 modules of the course. Your Midterm Exam (15%) is due Sunday, Oct. 22 @ 11:59 pm. Also, you will have a final exam. Your Final Exam (15%) is due Monday, Dec. 11 @ 11:59 pm. More details regarding the format of each will be provided no later than a week before the exam. Makeup 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.

- **Social Media Strategy (20%)** – This semester you will work as part of a group to build a social media strategy for a client of your choice. This project presents you with an opportunity to invent a company (this is going to be a made-up company, and you can sell whatever you want) and develop a social media strategy plan. The aim is to apply the knowledge learned throughout the semester and practice the role of social media specialists.

**Course policies**

**Attendance Policy**

This course is 100% online: “A distance education course in which 100 percent of the instructional activity takes place when the student(s) and instructor(s) are in separate physical locations. Requirements for on-campus or in-person orientation, testing, academic support services, internships/fieldwork, or other non-instructional activities do not exclude a course from this category” (Texas Higher Education Coordinating Board).

**Academic Integrity**
The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

Withheld Grades Semester Grades Policy (5.5)
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 coursework 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 to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

**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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Student Wellness and Well-Being**

SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

**Mental Health**

SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support student’s mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**

**The Dean of Students Office** (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

**SFA Human Services Counseling Clinic** Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

**The Health and Wellness Hub** “The Hub”
Location: corner of E. College and Raguet St.
To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

www.sfasu.edu/thehub

936.468.4008
thehub@sfasu.edu

Crisis Resources:

- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- Crisis Text Line: Text HELLO to 741-741

Late submission of assignments

Due dates for class assignments are communicated in this syllabus and on D2L. **All assignments are due on Sunday by 11:59 pm via D2L.** For each partial or complete day, an assignment is late, the grade will be lowered by 10%.
At-A-Glance Course Schedule

Below is an approximate schedule of classes. The syllabus is subject to change based on the needs of the class, and events during the semester. You will be kept up to date about any changes.

**August**

<table>
<thead>
<tr>
<th>Date</th>
<th>Module</th>
<th>Topic</th>
<th>Due: Sunday at midnight</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>Module 1</td>
<td>Intro + Syllabus and Course Overview</td>
<td>Student Introductions [Discussion Board + LinkedIn Profile Links]</td>
</tr>
</tbody>
</table>

**September**

<table>
<thead>
<tr>
<th>Date</th>
<th>Module</th>
<th>Topic</th>
<th>Due:</th>
</tr>
</thead>
<tbody>
<tr>
<td>05</td>
<td>Module 2</td>
<td>The Scale and Scope of Social Media</td>
<td>Team Formation</td>
</tr>
<tr>
<td>11</td>
<td>Module 3</td>
<td>Shifting Influences and the Decline of Push Marketing</td>
<td>Quiz #1 Case Discussion #1</td>
</tr>
<tr>
<td>18</td>
<td>Module 4</td>
<td>Point of View from Control to Engagement</td>
<td>Case Discussion #2</td>
</tr>
<tr>
<td>25</td>
<td>Module 5</td>
<td>A Foundation for Social Media Strategy</td>
<td>Quiz #2 Case Discussion #3</td>
</tr>
</tbody>
</table>

**October**

<table>
<thead>
<tr>
<th>Date</th>
<th>Module</th>
<th>Topic</th>
<th>Due:</th>
</tr>
</thead>
<tbody>
<tr>
<td>02</td>
<td>Module 6</td>
<td>Customer Experience and Customer Engagement</td>
<td>Case Discussion #5</td>
</tr>
<tr>
<td>09</td>
<td>Module 7</td>
<td>Cross-Discipline Integration through Social Media</td>
<td>Quiz #3 Case Discussion #6</td>
</tr>
<tr>
<td>16</td>
<td></td>
<td><strong>Midterm Exam</strong> Due by Friday, Oct 14 @ 11:59 PM</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Module 8</td>
<td>Social Networks, Blogs, and Forums</td>
<td>Case Discussion #7</td>
</tr>
<tr>
<td>30</td>
<td>Module 9</td>
<td>Microblogging and Media Sharing</td>
<td>Hootsuite Certifications</td>
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**November**

<table>
<thead>
<tr>
<th>Date</th>
<th>Module</th>
<th>Topic</th>
<th>Due:</th>
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</thead>
<tbody>
<tr>
<td>06</td>
<td>Module 10</td>
<td>Geosocial, Live Video, Ratings, and Reviews</td>
<td>Quiz #4 Case Discussion #8</td>
</tr>
<tr>
<td>13</td>
<td>Module 11</td>
<td>Content Marketing and Influencer Marketing</td>
<td>Quiz #5 Case Discussion #9</td>
</tr>
<tr>
<td>14</td>
<td>Module 12</td>
<td>Social Media Measurement &amp; Analytics</td>
<td>Case Discussion #10</td>
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<tr>
<td>20</td>
<td></td>
<td><strong>Thanksgiving Break</strong></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Module 13</td>
<td>Social Media Strategy---Team Work</td>
<td></td>
</tr>
<tr>
<td>11 Final Week</td>
<td>Final EXAM Due by Monday, Dec 11 @ 11:59 PM</td>
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