

MRKT 4322.783 Spring I Online

Syllabus

Semester dates: 01/14/2019 through 03/01/2019



Basic Information

Instructor Name: Katelin Barron, MBA

OFFICE: Online

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OFFICE HOURS:

This course is a Web Course and is conducted within Canvas at <http://utpb.instructure.com>

Course Catalog Description: This course explores the use of social media as a marketing tool. Students develop a social media marketing plan for an actual organization, learn best practices for popular social media channels, and hone their writing skills for specific formats and audiences

UTPB Distance Education Policy:

(<http://www.utpb.edu/docs/default-source/utpb-docs/academicaffairs/rules-policies-and-procedures/distance-education-policy.pdf>)

Measurable Learning Outcomes:

Toward the end of the semester, the students will achieve the following objectives:

1. Understand social media marketing
2. Differentiate social media marketing from traditional off-line marketing
3. Analyze the audience of general social media campaigns and of specific messages.
4. Describe current social media channels that companies/brands use for marketing.
5. Analyze the functional components of social media channels.
6. Assess the effectiveness of real-life social media campaigns and messages.
7. Explain how to measure the effectiveness of a social media campaign.
8. Develop a social-media marketing plan for a self-selected company/brand.

Prerequisites: MRKT 3300, or equivalent

Required Materials:

Barker, Barker, Bormann, Zahay, and Roberts 2nd Edition. Social Media Marketing: A Strategic Approach. South-Western (Cengage).

Other materials: *Computer with Windows, MS office, and high speed internet.*

UTPB Academic Calendar: <http://www.utpb.edu/services/academic-affairs/office-of-the-registrar/academic-calendar>

Course Overview

Readings: 15 chapters

Exams/Quizzes: 4 exams

Marketing plan project: guidelines are provided.

Discussion Topics: 4

Book Chapters:

1. The Role and Importance of SMM.
2. Goals and Strategies.
3. Identifying Target Audiences.
4. Rules of Engagement for Social Media Marketing.
5. Social Media Platforms and Social Networking Sites.
6. Microblogging.
7. Content Creation and Sharing: Blogging, Streaming Video, Podcasts, and Webinars.
8. Video Marketing.
9. Marketing on Photo Sharing Sites.
10. Discussion, News, Social Bookmarking and Q&A Sites
11. Content Marketing: Publishing Articles, White Papers, and E-Books.
12. Mobile Marketing on Social Networks.
13. Social Media Monitoring.
14. Tools for Managing the Social Media Marketing Effort.
15. Social Media Marketing Plan.

The University has extended and expanded its contract with Respondus Monitor which will provide online UTPB faculty with an electronic test proctoring service that also can serve as a second method of student authentication. Respondus Monitor (which some UTPB faculty already employ) both locks down the student's browser preventing them from accessing the web or their computer files during an exam and video records the student during the exam period. Students present their ID into the camera (which UTPB requires for all online courses) to authenticate themselves, and the camera records the student and their surrounding environment during the test. To learn more about Respondus Monitor and see a 3 minute video about how it works you can visit: www.respondus.com/products/monitor

Schedule and Grading:

Course Activity	Points	% of Total	Due date (2018)	Time allowed
Marketing plan	100	10%	2/28/2019 by 11:59 P.M. (CST)	
Exam 1; Ch 1-5; 75 questions	180	18%	03/1/2019 by 11:59 P.M. (CST)	90 mins
Exam 2; Ch 6-10; 75 questions	180	18%	03/1/2019 by 11:59 P.M. (CST)	90 mins
Exam 3; Ch 11-15; 75 questions	180	18%	03/1/2019 by 11:59 P.M. (CST)	90 mins
Final Exam; Ch 1-15; 60 questions	180	18%	03/1/2019 by 11:59 P.M. (CST)	90 mins
Discussion Board 1	45	4.5%	1/25/2019 by 11:59 P.M. (CST)	
Discussion Board 2	45	4.5%	2/10/2019 by 11:59 P.M. (CST)	
Discussion Board 3	45	4.5%	2/20/2019 by 11:59 P.M.	

			(CST)	
Discussion Board 4	45	4.5%	2/28/2019 by 11:59 P.M. (CST)	

All deadlines at 11.59 pm on the date mentioned; All due dates are US Central Time.

Grading Scale:	Letter Grade
900 -1000 (90% -100%)	A
800 – 899(80% - 89%)	B
700 – 799 (70% -79%)	C
600 – 699 (60% - 69%)	D
Less than 600 (59% - 0%)	F

Communication, Grading & Feedback: *Preferred method of contact is email. I will respond to all emails with 48 hours, there may be a delay on weekends.*

Policies

1. **Discussion Board:** Discussion Board is primarily for discussing course related topics and issues.
Best practices are:
 - a. Read all message postings in online discussion.
 - b. Respond to the question directly
 - c. Reply to minimum of two other student posts.
 - d. Use a person's name in the body of your message when you reply to their message.
 - e. Avoid postings that are limited to 'I agree' or 'great idea', etc.
 - f. Ensure responses to questions are meaningful, reflective.
 - g. Support statements with concepts from course readings, refer to personal experience, examples.

- h. Follow **Rules of Behavior**.

Specific Instructions for discussion boards:

For each graded discussion question, first, you must respond to the question directly and second, you must read the other students posts and reply to at least two other students responses. You must ensure that the responses to the questions are meaningful, reflective, refer to personal experience and support your course readings. Avoid postings that are limited to 'I agree' or 'great idea', etc. If you agree (or disagree) with a posting then say why you agree by supporting your statement with concepts from the readings or by bringing in a related example or experience.

- Integration of two outside resources from library databases
- APA parenthetical citation throughout discussion submission
- APA 6th edition reference list included at the end of the discussion board
- In your reply to one fellow classmate you must use one outside resource
- **Initial Post of 100-200 words**
- **Reply to two fellow classmates 75-100 words**

2. **Rules of Behavior:** Discussion areas are public to every student in this class (including your instructor) who will see what you write. Please pay attention to the language you use and adhere to the following guidelines:

- Do not post anything too personal.
- Do not use language that is inappropriate for a classroom setting or prejudicial in regard to gender, race, or ethnicity.
- Do not use all caps in the message box unless you are emphasizing (it is considered shouting).
- Be courteous and respectful to other people on the list
- Do not overuse acronyms like you would use in text messaging. Some of the list participants may not be familiar with acronyms.
- Use line breaks and paragraphs in long responses.
- Write your full name at the end of the posting.
- Be careful with sarcasm and subtle humor; one person's joke is another person's insult.

3. **Make-Up/Late Submission Policy:**

Describe make-up and late policy. Example: All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately.

4. **Academic Dishonesty/Plagiarism/Cheating:** The academic community regards academic dishonesty as an extremely serious matter, with serious consequences. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. Any suspicion of academic dishonesty will be reported and investigated. A student who engages in scholastic dishonesty that includes, but is not limited to cheating, plagiarism, and collusion will receive an “F” for the course.

All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. For complete information on UTPB student conduct and discipline procedures consult the university’s handbook at:

<http://ss.utpb.edu/dean-of-students/scholastic-dishonesty/>

Academic dishonesty includes, but is not limited to cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor, or the attempt to commit such acts.

Plagiarism includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

7. **Attendance and Class Participation:** Regular and active participation is an essential, unmistakably important aspect of this online course. Students will log on a minimum of

three times every seven days. All students are expected to do the work assigned, notify the instructor when emergencies arise.

8. **Tracking:** The learning management systems have a tracking features. Statistics are collected that quantifies how often and when students are active in the course and provides information if the student has accessed different pages of the course.
9. **Absenteeism:** All the course activities have set dates to be completed and submitted. After the due dates the activities will not be available for the students. Not logging into an online course is considered absenteeism. Contact instructor immediately in case of emergency medical situation.
5. **Course Incomplete/Withdrawal/Grade Appeal:**
All students are required to complete the course within the semester they are signed up. Incomplete grades for the course are rarely given, will only be granted if the student provides a valid, documented excuse for not being able to complete the course on time, and has contacted the instructor prior to the scheduled last class to request an extension. The student signs a contract that includes the incomplete course activities and the new due dates.

Find information and dates regarding drops and withdrawals at

<http://www.utpb.edu/services/academic-affairs/office-of-the-registrar/adds-drops>

For grade appeal process go to <http://www.utpb.edu/campus-life/dean-of-students/grievances>.

NOTE: The due dates and times for the activities will adhere to the Central Time Zone.

6. **Accommodation for Students with Disabilities:** Americans with Disabilities Act: Students with disabilities that are admitted to The University of Texas of the Permian Basin may request reasonable accommodations and classroom modifications as addressed under Section 504/ADA regulations. The definition of a disability for purposes of ADA

is that she or he (1) has a physical or mental impairment that substantively limits a major life activity, (2) has a record of such an impairment or, (3) is regarded as having such an impairment.

Students who have provided all documentation and are eligible for services will be advised of their rights regarding academic accommodations and responsibilities. The University is not obligated to pay for diagnosis or evaluations nor is it obligated to pay for personal services or auxiliary aids. Students needing assistance because of a disability must contact Testing Services & Academic Accommodations Department, 432-552-2630, no later than 30 days prior to the start of the semester.

<http://www.utpb.edu/academics/undergraduate-success/TSAAD>

7. Computer Skills, Technical & Software Requirements

Describe any special prerequisite skills (word processing, spreadsheet, presentation software, YouTube account, etc) Student will need to create word processing documents, save files, submit files.

Students can use cloud version of Word, PowerPoint and other Microsoft products through use of their UTPB Outlook 365 and UTPB email address. For more information refer to Student Services below or visit: <http://www.utpb.edu/services/ird/information-on-computer-accounts-e-mail/office-365>

To obtain software licensing and media for selected Microsoft titles at very low cost through a software agreement visit: <http://www.utpb.edu/services/ird/information-for-students/software-distribution/microsoft-select>.

8. Online Student Authentication

UTPB requires that each student who registers for an online course is the same student who participates in, completes, and receives credit for the course. This course satisfies student authentication by: Proctored exams using an approved photo ID*.

- Presentation of approved photo ID* through a web cam and video recorded proctoring during assessment (Respondus Monitor)

- Field or clinical experiences using an approved photo ID*.
- Synchronous or asynchronous video activities using an approved photo ID*.
- Other technologies or procedures [ONLINE FACULTY MUST SPECIFY]

*Approved photo identifications are: passports, government issued identification, driver's licenses, military ID from DoD; dual credit and early college high school students use school district identifications.

Using LockDown Browser & Respondus Monitor for Online Exams

This course requires the use of LockDown Browser and Monitor for online exams. Watch this short video (<http://www.respondus.com/products/lockdown-browser/student-movie.shtml>) to get a basic understanding of LockDown Browser

(<http://www.utpb.edu/docs/default-source/utpb-docs/academicaffairs/rules-policies-and-procedures/distance-education-policy.pdf>)

Download and install LockDown Browser from this link:

<http://www.respondus.com/lockdown/download.php?id=841715130>

To take an online test, open LockDown Browser which opens Canvas and navigate to the exam. (You cannot access the exam with a standard web browser.)

When taking an online exam, follow these guidelines:

- Setup web cam for exams using Monitor.
- Ensure you're in a location where you won't be interrupted.
 - Turn off all mobile devices, phones, etc.
- Clear your desk of all external materials — books, papers, other computers, or devices.
- Remain at your desk or workstation for the duration of the test.

- LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

Preparation for Emergencies

Computer Crash: Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Complete Loss of Contact: If you lose contact with course connectivity completely (i.e. you cannot contact me via Canvas or email), you need to call instructor, and leave message regarding connectivity loss and contact information.

Lost/Corrupt/Missing Files: You must keep/save a copy of every project/assignment on an external drive, UTPB Outlook 365 OneDrive, or personal computer. In the event of any kind of failure (e.g. virus infection, student’s own computer crashes, loss of files in cyberspace, etc) or any contradictions/problems, you may be required to resubmit the files.

End-of-Course Evaluation & Instructor Evaluation

Every student is encouraged to complete an end-of-course evaluation/survey provided by UTPB. During the last few weeks of class, you will receive an announcement through email notifying you that the Course/Instructor Survey is available. You may follow the link in the email to complete the survey using the same credentials to access your courses here. When entering the emailed Survey link you will see a list of surveys for you to complete.

The survey is anonymous and your responses are confidential. Your feedback is critical to us and to your instructor as we strive to improve our offerings, and our support of you, the students.

Student Support Services

SERVICE	CONTACT
ADA Accommodation/Support	Testing Services & Academic Accommodations Department (432) 552-2630

	http://www.utpb.edu/academics/undergraduate-success/TSAAD
Advising	UTPB E-Advisor at http://cas.utpb.edu/academic-advising-center/e-advisor/
Bookstore	(432) 552-0220 http://www.bkstr.com/texas-permianbasinstore/home
Email, Outlook 365, my.utpb.edu	Information Resources Service http://www.utpb.edu/services/ird
Financial Aid and Scholarship	(432) 552-2620 http://www.utpb.edu/campus-life/financial-aid
Library	(432) 552-2370 The J. Conrad Dunagan Library Online at http://library.utpb.edu/
Registrar	(432) 552-2635 http://www.utpb.edu/services/academic-affairs/office-of-the-registrar
Student Services	http://www.utpb.edu/campus-life/studentactivities/student-senate/committees/student-affairs
Technical Support	Canvas 1-866-437-0867 https://guides.instructure.com/
Tutoring & Learning Resources	If you are taking courses through UTPB the following links provide services: Smarthinking Online Tutoring (provides tutoring services), SmarterMeasure (measures learner readiness for online course). Student Success Center: http://www.utpb.edu/academics/undergraduate-success/success-center

Disclaimer & Rights

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of UTPB to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

Do and Don't's in the online class:

1. Plagiarism:

Make sure you learn something about plagiarism, not knowing enough is not a reason for you to be condoned. There is enough material about plagiarism on the net and as a student you should be aware that all work should be cited in the document and also in a bibliography. All submissions are automatically run through the plagiarism check software, and a report is generated for us. The project is on a new company you may need to develop for the purposes of this class. Make sure you submit a bibliography for the project. Pls see this website: <http://www.utpb.edu/campus-life/dean-of-students/student-conduct/section-1-3>. Anti-plagiarism software such as Turnitin or SafeAssign is a standard method the UTPB uses to control for plagiarism.

2. No telephone calls during the semester, it is an online course, so I may not be available to take calls.

3. Discussion Board:

No cut and paste job on the Discussion boards. The discussion boards are like class discussions, you don't read from a book or article when discussing in class. If you use info from an article you may like to refer to it, and that is ok.

4. Exam reset/Internet problems:

If you have problem with your exam or accessing the lockdown browser you need to contact support immediately. If you are kicked out of your exam and did not finish, do not contact the instructor first. Your first step is to file a trouble ticket. If the REACH department can help you with your problem they will, otherwise the instructor will

investigate your problem. Failure to file a ticket will result in the exam not being reset and the grade that was originally given will stand. Your instructor will not step in to help assist in the matter until you have filed a ticket. If you experience a power outage you will need to contact your service provider and receive documentation of the outage and supply the documentation to your instructor. Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes. You are to check your equipment before you began the exam to ensure this does not happen. You can file a ticket at:

<http://bbcrm.edusupportcenter.com/ics/support/default.asp?deptID=8376>

5. The University of Texas of the Permian Basin (UTPB) maintains policies and procedures to ensure that each student who registers for a distance or correspondence course is the same student who participates in, completes, and receives credit for the course. UTPB's Distance Education Policy requires faculty members to authenticate student identity by employing at least two methods of verification. To access online courses students must login to the Blackboard learning management system to establish their identity by using their unique personal identifying username login and a secure password.
6. UTPB's Distance Education Policy requires at least one additional student identification method within the course that has been determined and approved by the faculty and academic program. This course satisfies the second method of student authentication by Synchronous/asynchronous video activities against an approved photo ID; LockDown Browser

(<http://www.utpb.edu/docs/default-source/utpb-docs/academicaffairs/rules-policies-and-procedures/distance-education-policy.pdf>)