

**THE UNIVERSITY OF TEXAS AT TYLER**  
**SOULES COLLEGE OF BUSINESS**  
**Fall 2021**

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**Course Title: Social Media Marketing (MARK 4345.001)**

Class Type: Face to Face course

**Instructor Information**

Instructor: Dr. JungHwa (Jenny) Hong

Office: COB 350.28

Office hour: T/Th 12:30-2:00 pm or by appointment

Email: [jhong@uttyler.edu](mailto:jhong@uttyler.edu)

**\*Email is the primary contact.**

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**NATURE AND PURPOSE OF THE COURSE**

*Social Media Marketing (SMM)* is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly-defined audiences.

Social media is changing how business is done around the world in almost every industry. The marketing and business worlds are undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give consumers a voice and connect them with their friends and other like-minded consumers, and it has also opened up numerous new communication channels available for marketers and brands to connect with current and potential customers.

The overarching goal of this course is to obtain a clear perspective on what's really going on in social media marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

**OBJECTIVES**

- (1) The benefits of and why social media marketing is important
- (2) Incorporate our understanding of consumers into the formulation of better social media marketing strategy
- (3) Creating, optimizing, and implementing content marketing on each social network
- (4) Discussing the similarities, differences, and/or unique characteristics of each social media platforms

**INSTRUCTION MATERIAL**

**Text: (Required)**

Title: "Essentials of Social Media Marketing" (by Michell Charello) /Mimic Social Bundle

ISBN: 978-0-9996302-4-2

9780999630242

Publisher: Stukent

Price: \$119.99

Instructions for obtaining digital copies of “Essentials of Social Media Marketing” and Mimic Social will be distributed individually via email from no-reply@stukent.com or from a professor email. License keys may also be available for purchase from the bookstore, but the cheapest way to purchase the material is buying direct from stukent.com. Watch for the email, and check your spam folder in case it somehow goes there.

Powerpoint Slides: Downloads lecture outline slides for each topic from Canvas

## METHOD OF INSTRUCTION

The method of instruction for this course will be lectures, video films, discussion sections, simulations.

## EVALUATION

Your course grade will be determined as follows:

<b>Method</b>	<b>Points</b>
Hootsuite Social Media Marketing Certification	50
HubSpot Social Media Marketing Certification	50
Participation & Discussion	100
Presentation	100
Social Media Simulation (Mimic social)	200
<b>Total</b>	<b><u>500</u></b>

\*\* Please note that poor performance in any one or more of the above components of your grade cannot be made-up by any extra assignment or report.

### (A) CERTIFICATIONS (100 pts total)

#### 1. Hootsuite Social Media Marketing Certification (50 points)

- **Industry-recognized certification** that demonstrates your expertise with the essential elements of social marketing to clients and employers. A **permanent online certificate** to showcase your digital expertise that you can link to from your blog, website, or any other online profile such as LinkedIn. Also you can write in your resume.
- Hootsuite Social Marketing Certification: by passing a 60-question online exam, testing your knowledge of the core principles of social media marketing. The exam is based exclusively on the Social Marketing training videos in this course - which cover everything from creating a social media strategy and optimizing profiles to social content marketing and audience building.

Once you complete and obtain the certification, you will receive an email or you can download the certificate from the website. Please submit the copy of certificate on Canvas, then you will get the full credit, 50 points.

**Hootsuite Platform certification (Optional):** you can take the video courses about Hootsuite platform and take the exam to get the online certificate. It is optional to you, but it would be helpful for your career in social media marketing field as Hootsuite (All-in-one platform to manage social media) is the biggest social media management tool, used by over 15 million people and more than 800 of the Fortune 1000 companies. <https://www.hootsuite.com/>

## **2. HubSpot Social Media Certificate (50 points)**

You can sign up with your name and email address at HubSpot Academy to get Social Media Certification. There are video courses to take to understand effective social media strategy and the exam you have to take to get the certificate. Once you complete and obtain the certification, you will receive an email or you can download the certificate from the website. Please submit the copy of certificate on Canvas, then you will get the full credit, 50 points. <https://academy.hubspot.com/courses/social-media>

## **(B) ASSIGNMENTS**

### **1. DISCUSSION/PARTICIPATION (100 pts)**

The objective of this task allows student to think critically about the issues related to social media marketing. Throughout the semester, we will discuss the unique characteristics of each social media platform and social media marketing strategy. As co-creating class, students' active participations and engagements are strongly encouraged. It may include case study discussion, expert video session, quiz etc.

### **2. PRESENTATION (100 pts)**

Students as a group will choose a specific social media platform which they are interested in. Then they should make a presentation to discuss the strength, unique characteristics, marketing tactics, weakness, strategies, etc. of each social media platform. Details will be discussed in class.

### **3. MIMIC SOCIAL SIMULATION (200 points)**

The Mimic Social simulation will give a taste of what it is like to run a social media marketing campaign for a business.

Students will run the social media marketing strategy for Buhi Supply Co., an e-commerce and retail bag supplier. It specializes in backpack, purse, wallet, satchel, and duffel products. Its business goals are to find bags that resonate with a design-conscious audience, manufacture them at affordable costs, and sell them for a profit at competitive prices.

Buhi aims to design functional bags that evoke nostalgia, bags with enough personality for even the choosiest of Millennials. This goal has been a driving factor that has helped Buhi's sales grow significantly since it was founded in 2009. A student's role as the social media manager is to help Buhi reach this goal by increasing the number of visitors on its website. **There are twelve rounds to the simulation wherein students will be required to create seven to 12 social media posts per week per platform, or one to two per day. A round will be completed each week of the semester for a total of 12 weeks.** Students will be responsible for analyzing their content's performance to determine the optimal number of posts for each platform, as well as the channels they believe will best promote Buhi products. Students will also have a virtual \$5,000 weekly social media advertising budget to promote posts.

It is likely that students will not do very well for the first round or two, so to be familiar with this assignment, we will work in the class step by step. This hands on experience with the simulation, combined with the lesson materials, will help prepare students for success in social media marketing.

**(C) EXTRA CREDIT OPPORTUNITY**

You may have the opportunity to earn extra credit points by participating in surveys conducted by faculty as part of their research. I will provide more details in the class. Your participation is voluntary and your responses are completely confidential.

**(D) COURSE GRADE**

Each of the course requirements (e.g., exams, group project) will be graded by assigning numerical points. Your final letter grade for this class will be assigned only at the end of the course based on the points accumulated by the student. **Letter grades are assigned on the basis of a curve.** Normally, the grades are curved as follows:

A's (including A & A-)	.....	35%
B's (including B+, B, & B-)	.....	55%
C's (including C+, C, & C-)	.....	10%
		<u>100%</u>

However, the above distribution is tentative and simply an indicator. **Letter grades also depend on the *absolute level of performance*.** The number of As, Bs & Cs given could be more or less than indicated by the foregoing distribution depending upon the level of performance.

Please note the following:

- 1) I will definitely fail a student for dishonest behavior e.g., cheating or plagiarism in exams or assignments
- 2) This class may seem easy but that does not automatically imply that you will earn an A in the class
- 3) Also, just because you worked hard for this class does not automatically entitle you to an A in this class. Everyone is supposed to work hard.
- 4) Please realize that just because you received an A in one task does not automatically imply that your final grade will be an A because there are many tasks to compose the final grade, which we don't know until the very end of the semester.

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**COLLEGE OF BUSINESS STATEMENT OF ETHICS**

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help student s prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both student s and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop any environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus

**ACADEMIC DISHONESTY STATEMENT**

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one's own work of material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students' official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

### **GRADE REPLACEMENT/FORGIVENESS AND CENSUS DATE POLICIES**

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>.

Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

### **STATE-MANDATED COURSE DROP POLICY**

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

### **DISABILITY ACCOMODATION**

Any student who feels their performance in this class may be impacted by a disability, in accordance with federal law, must provide documentation of his/her disability. It is university policy to evaluate the need for an accommodation on a case by case basis. In accordance with Section 504 of the Rehabilitation Act, Americans with

Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to [cstaples@uttyler.edu](mailto:cstaples@uttyler.edu)

## **SOCIAL SECURITY AND FERPA STATEMENT**

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student's activity, will be advised by the instructor to seek that information from the student.

### **Emergency Exits and Evacuation:**

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Service.

### **Important Covid-19 Information for Classrooms and Laboratories**

Students are required to wear face masks covering their nose and mouth, and follow social distancing guidelines, at all times in public settings (including classrooms and laboratories), as specified by [Procedures for Fall 2020 Return to Normal Operations](#). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email [saroffice@uttyler.edu](mailto:saroffice@uttyler.edu).

### **Recording of Class Sessions**

Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

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<sup>1</sup> **YOU ARE RESPONSIBLE FOR ALL OF THE INFORMATION PROVIDED IN THIS DOCUMENT.**

## TENTATIVE COURSE SCHEDULE

Week	Topic	Book Chs.	Assignments/ Project Due
<b>1</b> 8/24 8/26	Introduction Overview of course	1	Syllabus/ Introduction Sign up for Mimic Social Simulation/choose social media platform
<b>2</b> 8/31 9/2	Social Media Marketing Strategy	3	Simulation Round 1
<b>3</b> 9/7 9/9	Social Media Marketing Campaigns Influencer Marketing	12 13	Simulation Round 2
<b>4</b> 9/14 9/16	Simulation make-up Presentation preparation		Simulation Round 3, 4
<b>5</b> 9/21 9/23	<b>Marketing with Facebook</b>	4,16	Simulation Round 5 Social media campaign/advertising with Facebook (P1)
<b>6</b> 9/28 9/30	<b>Marketing with Instagram</b>	5,16	Simulation Round 6 Social media campaign: with Instagram(P2)
<b>7</b> 10/5 10/7	<b>Marketing with Twitter</b>	6,16	Simulation Round 7 Social media campaign: with Twitter(P3)
<b>8</b> 10/12 10/14	<b>Marketing with YouTube</b>	10,16	Simulation Round 8 Social media campaign: with YouTube(P4)
<b>9</b> 10/19 10/21	Expert sessions: Social Media Marketing Strategy (5/7 videos)	3	Quiz for expert session Simulation Round 9
<b>10</b> 10/26 10/28	<b>Marketing with ____</b> (based on preference)	16	Simulation Round 10
<b>11</b> 11/2 11/4	Social Media Policies/ Crisis Management	15	Case study: Covid-19 impact Simulation Round 11
<b>12</b> 11/9 11/11	Social Media Analytics	18	Simulation Round 12
<b>13</b> 11/16 11/18	Social Media Marketing Certification		<b>Hootsuite</b>
<b>14</b> 11/23 11/25	<b>Thanksgiving</b>		
<b>15</b> 11/30 12/2	Social Media Marketing Certifications		<b>HubSpot</b>

**\*The course schedule is subject to change. Changes, if necessary, will be posted on Canvas.**