



TEXAS A&M UNIVERSITY  
**SAN ANTONIO**

## **MKTG 3363-900, Social Media Marketing**

Fall 2024, CRN: 10847

### **Department of Management & Marketing, College of Business Course Syllabus**

<b>Class Modality:</b>	Hybrid Lecture
<b>Class Meeting Time and Place:</b>	Monday: 12:30 PM – 1:45 PM CST Business Library Hall 366
<b>Class Duration:</b>	Fall 2024, Aug 26 – Dec 13
<b>Instructor:</b>	Dr. Roberto Saldivar Office: Business building 341.F Tel: 210-784-2671 E-Mail: <a href="mailto:rsaldivar@tamusa.edu">rsaldivar@tamusa.edu</a> Student emails will receive a reply within two business days.
<b>Course Website:</b>	<a href="https://tamusa.blackboard.com/">https://tamusa.blackboard.com/</a>
<b>Office Hours (by appointment):</b>	M: 10:00-12:15 PM and 2:00-5:15 PM (In-Person or ZOOM) T: 1:00-3:30 PM (ZOOM)

#### **Course Objectives:**

This course provides the practical knowledge and insights required to define objectives and strategies of social media marketing, identify and properly select the social media tools to engage consumers, and effectively evaluate and measure the results of these efforts. Topics include: infrastructure of social media, social media platforms, social media marketing strategy, social media marketing mix, social communities, social publishing, social entertainment, social commerce, social media for consumer insights, and social media metrics.

**Prerequisites:** MKTG 3311

**Student Learning Outcomes:** After successful completion of this course, students will be able to:

1. Understand the social media environment and its impact on marketing
2. Define social media marketing and its relevance in today's business world
3. Review the different steps in social media marketing strategic planning
4. Define segmentation, targeting, and positioning in the social media environment
5. Describe the elements of the social media marketing mix
6. Develop a social media marketing plan and understand how to incorporate it into the integrated marketing communications (IMC) strategy
7. Review the different social media platforms, their characteristics, and purposes
8. Develop appropriate metrics and use qualitative/quantitative tools to measure the impact of a social media marketing strategy
9. Apply the concepts and strategies learned in the class to the development of a social media marketing strategy for a local business or client

**AACSB Assessment:**

The College of Business received AACSB accreditation in Spring 2023. As part of that ongoing process, students will be assessed on program level outcomes based on course outcomes from various courses. The materials from this course may be used for assessing such program level outcomes, and hence students must follow the necessary rigor to ensure mastery and retention of the above course outcomes.

## Required Materials

**Textbook:** *Social Media Marketing: A Strategic Approach, 3<sup>rd</sup> Edition*, by Zahay, Roberts, Parker, Baker, and Baker, You can access your custom E-Book on Blackboard.

**Blackboard:** Students must connect to <http://tamusa.blackboard.com> where they will have access to a copy of this syllabus along with access to ebook for readings, videos, assignments with instructions, PPT lectures slides, assignments grades, and other supplementary materials in Blackboard. Review all the material before completing your assignments to improve your chances of earning a high mark.

**Software:** Please see the TAMUSA help desk to make sure you receive your login name and password for your TAMUSA login credentials. Students are required to use Zoom and Microsoft Office applications to complete various assignments. These products are available in the computer labs on campus, and students are able to download this software from the Microsoft software center using TAMUSA login credentials (see helpdesk for guidance).

**Computer Hardware:** You will need a computer with an internet connection, a microphone and speakers/headphones.

**Time:** You are expected to spend 4-8 hours per week for the course. Based on the background, some students may require more time. Time spent may be longer when assignment/exams are due.

**Other Recommended / Reading Materials:** Additional reading materials are available on the course website as recommended by the instructor.

***Course Requirements every student must fulfill in order to succeed in the course:***

1. Students should regularly check the Calendar, Announcements, and Messages (e-mail) system in Blackboard.
2. Students should keep up to date with all course assignments, quizzes, and examinations.
3. If the course uses remote proctoring for exams, students must schedule their exams early in the semester.
4. Students should ask questions and communicate with the instructor in class, online, or during office hours.
5. Students are responsible for the availability of internet connectivity. Extensions to complete assignments will not be granted due to a lack of internet connectivity.
6. Students should remember that online and hybrid assume greater responsibility and independent learning skills by the student for their own learning outcomes.
7. For online asynchronous courses, there will be no online class session. All material will be made available through Blackboard or online links. Students should keep up with all assigned tasks and assignments.
8. For online synchronous courses, there will be online class sessions as indicated. Students are expected to attend the online session at the given time. If a student is unable to attend a session, the instructor will make the recording of the session available for the student to view. All materials will be made available through Blackboard or through online links.
  1. The instructor can require students to take examinations using proctoring software as indicated in the Proctored Exams section.
  2. The instructor decides which type of examination works best for the class, and the student must comply with their instructions – as long as they are not required to take an in-class examination or are required to take the examination at one specific time that applies to all students. In other words, the instructor will offer the student some flexibility on test location and the time to sit for the exam.

**Grading Policy:** The final course grade will be based on your performance on the exams and assignments using the following weights:

	<b>Assignment</b>	<b>%</b>
<b>Group</b>	Social Media Agency Plan Infographic	15
	Social Media Agency Plan Creative Deck	15
<b>Individual</b>	Social Media Agency Plan Presentation	20
	Application	20
	Chapter Reflections	20
	Class Attendance	10
<b>Total</b>		100

**Grading Criteria:** A = 90-100%; B = 80-89%; C = 70-79%; D = 60-69%; F =<60

## **Course Assignments**

### **Group Guidelines:**

Others must pick up the slack when someone drops the ball in a group project. However, when extreme problems with a group member arise, the other students should let me know promptly so that the students may inform the student that they will be dropped from the group. The student who was dropped is still expected to complete all the requirements for the class. All team members will be peer-evaluated to ensure that they contributed to the project's development. **Each member will be peer-evaluated (20%) on group assignments to ensure that each member contributed to the development of the deliverable, and the remaining 80% will be an overall grade for the assignment.**

### **Social Media Plan: Infographic**

A group of four students will create a social media marketing agency. Students will create a short infographic in lieu of a written plan, but the goal is still to discuss your strategy. The students must submit an infographic, of no more than five pages, that highlights specifics from the Social Media Marketing Agency Plan Template. More information will be provided later.

### **Social Media Creative Deck**

The creative PowerPoint Deck is used to showcase social media posts the promote your business on your social media outlet. While we could use all social media platforms lets focus on Instagram, Facebook, LinkedIn.

- a. Students should develop a minimum of 12 video posts. Create storyboards for each video to help provide an outline of what the video will be. Pro Tip: when deploying your social media campaign, you should create at least 52 posts, one per week.
- b. Create four series and create three videos for each series. These series are the mini stories you will tell throughout the year. Think of creating series on how-to or recommendations posts for potential clients that show your expertise and knowledge in the area and that you feel comfortable giving away for free. For example, what are the tools needed to shot good quality video with a cell phone.

- c. In your videos you should also create calls to action in all videos, i.e., contact us for more information.
- d. Once you record your videos upload them to your YouTube Account.
- e. Then, create a PowerPoint Deck to showcase all your recommendations and videos. This will help you develop your professional portfolio.

### **Social Media Plan Presentations and Presentation Slides**

Students must deliver a presentation that meshes their infographic and their creative deck. Therefore, all the information on the infographic must be presented along with select videos from their creative deck. The presentation should not exceed eight minutes.

Students should pay attention to their delivery during the presentation and must integrate the key terms from the book into the presentation.

- The presentation **MUST** fall within the timeframe; points will be deducted for going over.
- Points will be deducted if the student uses additional written notes besides the presentation.
- Points will also be deducted if the student does not make eye contact with the audience, reads off the whole slides, and/or speaks softly, and/or has distracting habits during the presentation.
- If the presentation is a group presentation, each student will receive an individual grade based on the individual's presentation delivery. Therefore, all students must present a portion of the presentation.

### **Application:**

Throughout the semester, students will be presented with application activities that will help them understand the material and possibly develop the final research project. Specifics for each assignment will be presented on the day of class.

### **Chapter Reflections:**

Students will complete several reflections throughout the semester to reflect on the most important knowledge gained after reading the book chapters.

### **Class Attendance:**

Regular class attendance is a signal of a student's commitment to the course. **This is the easy part, show up before the class begins and do not leave until the class ends.** Please make note of the requirements of this issue outlined below.

- **Although I appreciate notification of a class absence, understand that telling the professor that you will be absent does not necessarily mean that your absence does not "count."** Having tests, projects, papers, etc. in other classes is not a valid reason for class absence.
- **Students are allowed TWO excused absences during the semester for any reason (e.g., sickness, family emergencies, weddings, oversleeping, car trouble, job interviews, etc.) with no questions asked.**
- **Beginning with the THIRD absence, 10 points will be deducted for each additional absence. The only exceptions to this policy are students who participate in sports or**

**academic competitions recognized by the university and only for the day(s) of competition.**

- You need to be in class on time, students can have one tardy that does not impact their grade, **each tardy after the first will reduce attendance grade by 5 points.**

**Late Work and Makeup Policy:**

Sometimes you get second chances in life, and sometimes you don't, and the same goes for this class. Please see the policies regarding each assignment below.

- **Infographic:** late work will be accepted but with a 30-point penalty when the assignment is submitted the day after the due date and the same penalty for each day the report is submitted after the due date.
- **Creative Deck:** late work will be accepted, but with a 30-point penalty when the assignment is submitted the day after the due date and the same penalty for each day the report is submitted after the due date.
- **Presentation:** There is no opportunity to make up this assignment since it must be completed as part of the group and graded individually.
- **Application and Chapter Reflections:** late work will be accepted but with a 30-point penalty when the assignment is submitted the day after the due date and the same penalty for each day the report is submitted after the due date.

**Tentative Class Schedule**

The professor reserves the right to amend this class schedule at any time but will inform you of any changes in advance. **All due dates are in Central Time Zone. Abbreviations are as followed: DBC; Due Before Class, DED; Due at End of the Day.**

<b>Module 1: IMC Overview and IMC Plan</b>		
<b>Date</b>	<b>Topic/ Readings</b>	<b>Assignments/ Tasks Assessments</b>
Week 1 M 8/26	Introduction to Class Syllabus Review	-Discuss Syllabus -Form Teams
Week 2 M 9/2	Labor Day-No Class	
Week 3 M 9/9	Chapter 1. The Role of Social Media Marketing	-Discuss Chapter
Week 4 M 9/16	Chapter 2. Goals and Strategies	-Discuss Chapter <b>Application 1:</b> Agency overview (sections 2&3 of Social Media Marketing Agency Business Plan) DED 9/17
Week 5 M 9/23	Chapter 3. Identifying Target Audiences	-Discuss Chapter

Week 6 M 9/30	Chapter 4. Rules of Engagement for SMM and Social Media Governance	-Discuss Chapter - <b>Application 2:</b> Agency competition and services (section 8 of Social Media Marketing Agency Business Plan), DED 10/1
Week 7 M 10/7	<b>No Class</b>	
Week 8 M 10/14	Chapter 5. Social Media Platforms and Social Networking Sites	-Discuss Chapter - <b>Reflection 1: Reflection on Ch 2-5. DED 10/15</b>
Week 9 M 10/21	Chapter 6. Paid Social and Influencers	-Discuss Chapter
Week 10 M 10/28	Chapter 7. Content Creation and Sharing: Blogs, Podcasting, and Webinars	-Discuss Chapter
Week 11 M 11/4	Chapter 8. Visual Storytelling	-Discuss Chapter - <b>Application 3:</b> Agency competition and services (sections 4&5 of Social Media Marketing Agency Business Plan), DED 11/5
Week 12 M 11/11	Chapter 9. Content Marketing: Publishing Articles, White Papers, and E-Books  Chapter 12. Social Media Monitoring and Management Tools	Discuss Chapters
Week 13 M 11/18	Chapter 13. Managing and Staffing the Organization for Social Media Marketing	- <b>Social Media Video Shoot Day</b> -Watch Ch 12 Video Lecture - <b>Reflection 2: Reflection on Ch 6-9 &amp; 12-13, DED 11/19</b>
Week 14 M 11/25	Agency Plan Workday	All the following assignments are DED 11/26 - Social Media Agency Plan Infographic - Social Media Agency Plan Creative Deck

Week 15 M 12/2		-Social Media Agency Plan Presentation
Week 16 F 12/13 6- 7:50PM		- Social Media Agency Plan Presentation

## IMPORTANT POLICIES AND RESOURCES

Academic Accommodations for Individuals with Disabilities: Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us <https://www.tamusa.edu/Disability-Support-Services/index.html> or email us at [dss@tamusa.edu](mailto:dss@tamusa.edu). Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their disability-related needs with Disability Support Services and their instructors as soon as possible.

Academic Learning Center: The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing [tutoring@tamusa.edu](mailto:tutoring@tamusa.edu), calling (210) 784-1307, or visiting the Central Academic Building, room 202.

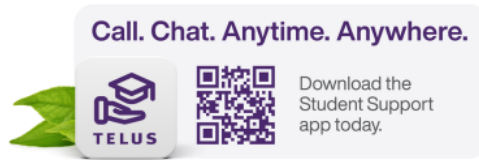
Counseling/Mental Health Resources: As a college student, there may be times when personal stressors interfere with your academic performance and negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, call 210-784-1331 or visit Madla 120.

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. For more information on SCC services visit [tamusa.edu/studentcounseling](http://tamusa.edu/studentcounseling)

*Crisis support is available 24/7 by calling the SCC at 210-784-1331 (after-hours select option '2').*

Additionally, the TELUS Student Support App provides a variety of mental health resources to including support for in the moment distress, an anonymous peer to peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.





Emergency Preparedness: JagE Alert is Texas A&M University-San Antonio's mass notification. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>.

More information about Emergency Operations Plan and the Emergency Action Plan can be found here: <https://www.tamusa.edu/about-us/emergency-management/>.

Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

Financial Aid and Verification of Attendance: According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended the first week of class. Any student receiving federal financial aid who does not attend the first week of class will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

Writing, Language, and Digital Composing Center: The Writing, Language, and Digital Composing Center supports graduate and undergraduate students in all three colleges as well as faculty and staff. Tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. Students can schedule appointments through JagWire under the Student Services tab. Click on "Writing, Language, and Digital Composing Center" to make your appointment. The Center offers face-to-face, synchronous online, and asynchronous digital appointments. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our website at <https://www.tamusa.edu/academics/>.

Meeting Basic Needs: Any student who has difficulty affording groceries or accessing sufficient food to eat every day or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to submit a CARE referral (<https://www.tamusa.edu/university-policies/Student-Rights-and-Responsibilities/file-a->

[report.html](#)) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources.

Military Affairs: Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the Patriots' Casa building, room 202, or to contact the Office of Military Affairs with any questions at [military.va@tamusa.edu](mailto:military.va@tamusa.edu) or (210)784-1397.

Religious Observances: Texas A&M University-San Antonio recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or course work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

The Six-Drop Rule: Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

Statement of Harassment and Discrimination: Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equal opportunity, and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual within our state, nation, and world. All decisions and actions involving students and employees should be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, gender identity, gender expression, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the appropriate offices within their respective units.

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex- or gender-based discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment, sexual violence, or other related misconduct, the faculty member must share that information with the university's Title IX Coordinator ([titleix@tamusa.edu](mailto:titleix@tamusa.edu), 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting

requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

Pregnant/Parenting Students: Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide such reasonable accommodations to pregnant students as would be provided to a student with a temporary medical condition that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status ([titleix@tamusa.edu](mailto:titleix@tamusa.edu); 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources.

Students' Rights and Responsibilities: The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

#### *Students' Rights*

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, gender identity, gender expression, and pregnancy/parenting or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

#### *Students' Responsibilities*

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty, and administration.
2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, [Student Code of Conduct](#), on our website, and University Catalog, and to comply with them, as well as with federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide a safe environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notifications.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation, or disability. Conduct that infringes on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the Student Code of Conduct (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/documents/Student-Handbook-2022-23.pdf>) or visit the resources available in the OSRR website (<https://www.tamusa.edu/university-policies/student-rights-and-responsibilities/academic-integrity.html>).

### **AI Policy: Broader Use of Generative AI Permitted Within Guidelines**

Use of artificial intelligence (AI) tools, including ChatGPT is permitted in this course for students who wish to use them. To adhere to our scholarly values, students must cite any AI-generated material that informed their work (this includes in-text citation and/or use of quotations, and in your reference list). Using an AI tool to generate content without proper attribution qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity. **NOTE:** Guidance for how to cite AI-generators, like ChatGPT, can be found here <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

### **Important Dates:**

August 26	First day of class
September 2	Labor Day Holiday
November 11	Last day to drop with an automatic "W"
November 19	Last day to drop a course or withdraw from the University
November 27	Study Day – No classes
November 28-30	Thanksgiving Holiday – No classes
December 5	Last day of classes

December 6            Study Day – No classes

December 7-13        Final exams

*The complete academic calendar is available online:*

<https://www.tamusa.edu/academics/academic-calendar/index.html>.