

Social Media Marketing & Online Promotions

Spring 2016 - Online
MASC 4163 - 3 credit hours

Professor

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I have an open-door policy and am happy to discuss social media marketing with you at any opportunity. You do not have to schedule an appointment to discuss course-related matters with me. However, if you want to guarantee an uninterrupted one-on-one that will take longer than 15 minutes, I encourage you to schedule an appointment to ensure we can provide one another our undivided attention.

Course Description

More than half of the world's population goes online for social interaction and information gathering. The majority of these users are reading and producing multimedia content, including that on blogs and social media sites like Facebook, YouTube, Instagram, Snapchat, Periscope, and Twitter. This course will focus on using these relationship-building platforms (social media, blogs, podcasts, apps, etc.) as a way to communicate to a wide variety of audiences. In the course, you will explore and utilize techniques to successfully integrate these platforms into product, organization and news content promotions. You will learn these aspects of online promotion through regular readings, course assignments, case studies, and social media campaign creation. Upon completion of the course, you will understand how to strategically and effectively use social media platforms as mass communications tools.

Course Site

Materials for this course will be posted on the university's Desire 2 Learn online course management system.

To access D2L, visit <https://ocuonline.okcu.edu/>. You will log on using your OCU network username and password.

If you need help logging onto the site, please call 405-208-7777 or e-mail helpdesk@okcu.edu. I cannot help you with login problems, as I have no access to that part of the system.

If you are unable to open course files, try turning off your individual computer's "pop-up blocker." This may alleviate this problem. If not, please contact the Help Desk as directed above.

Required texts

Safko, Lon. (2012). *The Social Media Bible: Tactics, Tools & Strategies for Business Success*. Third edition. John Wiley & Sons, Inc: Hoboken, New Jersey.

Materials posted on D2L

NOTE: Others may be added during the semester.

It is critical for you to stay current with course readings in web-based learning. You are expected to read all assigned readings and be familiar with the contents.

Recommended Reading

Responsible, well-informed, professional citizens are avid news consumers. You should read *The Oklahoman* (www.newsok.com) and *The Campus* (www.mediaocu.com) every day. Both publications have apps. I recommend you get into the habit of reading at least one daily metropolitan newspaper and a weekly news magazine. I also recommend you watch at least one televised newscast each day. In addition, I would recommend you visit and participate in discussions on my media blog, www.profkrq.com. The site acts as a resource for students and an open forum for discussion of trends in our profession. You can follow the blog on Twitter @profkrq or on Facebook (www.facebook.com/profkrq). Please read my social media policies on the site (<http://www.profkrq.com/krq/social-media-policies>) to understand how we can engage via social media. Responsible citizens are avid news consumers. Information is the key to a democratic society. Develop the habit of daily news consumption now if you haven't already.

Grading

I will attempt to grade all class assignments within a week of submission. Your grades will be posed on D2L. I am happy to discuss (via email or in person) any questions or concerns you have about your grades on individual assignments or in the course as a whole. Your grade for the course will consist of grades in three categories:

- Discussion/response posts – 30 %
- Assignments – 15 %
- Social media plan – 55 %

Discussion Posts

You will participate in discussions twice a week on D2L.

The first post each week should be a thoughtful response to my question, based on a topic discussed in the weekly reading. The question will be available no later than midnight Sunday. Your post response should include:

- Elaboration of important points in the topic,
- Specific references to the weekly readings, as well as links to any legitimate outside sources used,
- What you did not know before reading about this topic *or*
- What you view differently as a result of reading about this topic *or*
- Questions you still have after having read this topic.

Each of these posts is worth 100 points. These posts are due before midnight each Wednesday.

The second posts each week should be thoughtful responses to **two** other students' discussion posts. These responses should include specific references to the readings or links to any legitimate outside materials relevant to the discussion. You are welcome to pose additional questions to myself or others in your responses. Each of these posts is worth 50 points for a total of 100 possible. These posts are due before midnight each Friday.

There is no required length for response posts. However, you will not receive credit for a response that isn't well considered and prepared. You also will not receive credit for a personal rant or a poorly written post.

As with all online learning, discussion posts are subject (to some extent) to your schedule. You are welcome to submit discussion posts before the deadline. However, I encourage you to actively participate in subsequent posts. Please feel free to keep the discussion going on any post beyond what is required. We can use the posts as an opportunity to learn from one another and others in the community who choose to comment.

I may not respond to every response you post. However, I will read every post. I also will be an active participant in each overall post. I encourage you to do so as well.

It is critical that you respect the discussion posts and responses as a learning tool. It is acceptable to have an academic discussion that includes opposing viewpoints. However, you must always debate facts and avoid personal attacks or derogatory remarks. Discussion of things unrelated to the post topic or class content is prohibited. I reserve the right to remove any original post or response for any reason. If I remove your response, you will not receive credit. Repeated inappropriate responses will result in forfeiting the discussion post portions of your grade.

Assignments

In addition to the regularly discussion posts, you will complete a variety of practical assignments. I will post an assignment sheet on D2L for each writing assignment. The assignment sheet will include a due date for the assignment. You should expect regular “turnaround” for assignments to be no less than a week.

Social media plan

The final assignment in this course is the creation of a social media plan for a company or organization of your choice that currently exists in your field of study. Many of the regular assignments referenced above will become part of this plan. I will post more information about the plan and its components by Week 3. The plan is due during Finals Week.

Missed assignments

Missed assignments cannot be made up in an online course. There is no excused “time off” from this class, even if you are traveling for a university-sanctioned event. Please plan accordingly.

Deadlines

Missing course deadlines will impact your grade negatively. Any course requirement not posted by the deadline (time and date) will receive no credit. There will be no exceptions. Please plan your work accordingly.

Technology

Technological problems are not an excuse for missing required assignments or posts. You must have reliable technology and Internet access to take an online course. If you do not personally have access to a computer and Internet access, you are encouraged to work from a campus lab, including the lab at the front of the Mass Communications Department in Walker Center for Arts and Sciences. However, be aware that the Mass Comm lab is not open during any set hours. Also, D2L does go down occasionally for maintenance. I encourage you not to wait until close to deadline to submit assignments, just in case there are technical difficulties.

Course Schedule

The course schedule below is tentative and subject to change. Weekly course information will be posted on the class D2L site in the messages section. I will attempt to post the course topics as far in advance as possible. However, I only guarantee that they will be posted by midnight Sunday. Course topics will be adjusted according to the class’s overall learning curve and specific needs.

Week 1 – Why study social media?

Week 2 – Goals and objectives

Week 3 – Target audiences

- Week 4** – Rules of engagement
- Week 5** – Social media monitoring/mobile
- Week 6** – Websites/Blogging
- Week 7** – Email marketing
- Week 8** – Podcasts
- Week 9** – Video – YouTube/Periscope/Meerkat
- Week 10** – Photos/Graphics
- Week 11** – Instagram/Snapchat/Pinterest
- Week 12** – Twitter
- Week 13** – Facebook
- Week 14** – LinkedIn
- Week 15** – Content management/marketing

Mass Communications Departmental Policies

LATE WORK:

- No late work will be accepted for full credit without prior arrangement with the instructor.
- Work is due at the beginning of the class session.

EXAMINATIONS:

- No makeup examinations will be given unless prior arrangements are made with the instructor.
- **NO FINAL EXAMS WILL BE GIVEN EARLIER THAN ANNOUNCED BY THE INSTRUCTOR. NO EXCEPTIONS.** Students who make travel plans without confirming the scheduled finals date for this class do so at their own risk. Students who travel prior to the scheduled final exam will be unable to take the examination and must accept a zero test score.

INCOMPLETE:

Incomplete grades are not a student option except under extreme circumstances. Students seeking an incomplete must submit a written request supported by documentation verifying the need for this extension. The student must be performing at a passing level and have a legitimate reason to receive an "I." Students cannot be assigned an "I" because they have excessive unexcused absences or because they are failing the course. If an incomplete is given, the instructor will submit information which specifies what work must be done to remove the "I" and the grade to be assigned if the work is not complete. The student is responsible for submitting the work by the deadline assigned by the instructor. Incompletes are given for a limited period of time, not exceeding one year.

TARDINESS/ATTENDANCE:

Students are expected to be in class on time. Entering the classroom late is unprofessional and disruptive. Repeated tardiness is unacceptable. Students should be punctual and prepared, since these are the qualities expected by the business community. Attendance will be taken at each class session. Students are expected to attend all class sessions.

GRADING SCALE:

93.0 - 100 = A

90.0 - 92.99	=	A-	
87.5 - 89.99	=	B+	
82.5 - 87.49	=	B	
80.0 - 82.49	=	B-	
77.5 - 79.99	=	C+	
72.5 - 77.49	=	C	
70.0 - 72.49	=	C-	
67.5 - 69.99	=	D+	
62.5 - 67.49	=	D	
60.0 - 62.49	=	D-	
Below 60.0	=	F	Not I or W

CHEATING/PLAGIARISM:

STANDARD OF RESPONSIBILITY

Oklahoma City University was founded upon strong values and high standards. Honesty in academics is a priority. Students should be advised that cheating and plagiarism are not tolerated. The Academic Honesty Policy can be found online at <http://starport.okcu.edu/ad/aa>

Cheating is defined as using, or supplying information that is not authorized by the instructor in taking an examination or completing any other assignment. Cheating also includes turning in another's work and representing it as being your own.

Plagiarism is defined as a unique form of cheating where persons turn in another's work and represent it as being their own. This would include: 1) purchasing term papers and turning them in as if they are original work; 2) using a paper that has previously been turned in; 3) copying passages verbatim from books, articles, etc.; 4) submitting material for grades in which the student has not done the work required; 5) collusion – the unauthorized collaboration with another person; 6) misrepresentation of actions and 7) falsifying information.

Every student is expected to observe the highest standards of conduct, both on and off the campus. The University cannot accept the responsibility for the education of any student who is not in sympathy with the purposes and the regulations of the University.

Mass Communications students should be aware that this department considers the above-described conduct to be dishonorable and dishonest. Students found cheating or plagiarizing will receive a grade of "0", which is an "F", on the involved examination, project or paper and, at the professor's discretion, may receive a failing grade for the entire course.

EXAMINATION EQUIPMENT:

Students are not permitted to use or access the following items during an examination:

- Dictionaries
- Electronic spellers, translators, dictionaries or calculators
- Computers
- Class notes, books

Once any examination has begun, if a student wishes to leave the room they must be prepared to turn in their examination paper and/or blue book. And, it will not be returned to them for additional work.

DISABILITY STATEMENT:

If you believe that you need accommodations for a documented physical, psychiatric, or learning disability, please contact the Disabilities Services Coordinator at (405) 208-5090 for an appointment to discuss your needs and the process for requesting accommodations. The Student Disabilities Services

Coordinator is responsible for coordinating disability-related accommodations and will issue students a documented Access Plan, as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact the Student Disabilities Services Coordinator as soon as possible. To speak with the coordinator about other concerns, such as medical emergencies or arrangements in case of a building evacuation, please make an appointment as soon as possible.

PREVENTING SEXUAL HARASSMENT:

Title IX of the Education Amendments of 1972 prohibits sex discrimination against any participant in an educational program or activity that receives federal funds, including federal loans and grants. Title IX also prohibits student-to-student sexual harassment. If you encounter unlawful sexual harassment or gender-based discrimination, please talk with your professor or with the Title IX Coordinator at 405-208-5075. Visit <http://www.okcu.edu/hr/titleIX/> for more information.

EVACUATION POLICY:

The evacuation plan for Walker Center is as follows: Everyone on the first floor proceeds out the north doors to the north parking lot. Everyone on the second floor must exit down the north stairway, out the north doors to the parking lot. The shelter locations for Walker Center are as follows: WC 143, WC 144, and the men's and women's restrooms on the first floor. These rooms are on the east side of the first floor.