



# NORTHWEST

## MISSOURI STATE UNIVERSITY

MARYVILLE | KANSAS CITY

School of Communication & Mass Media

20944 – MMED 20333 – 01

Social Media Strategies

3 Credit Hours

Spring 2023

**Instructor:** Ellie Yang

**Email:** [eyang@nwmissouri.edu](mailto:eyang@nwmissouri.edu)

**Office Hours:** Thursday 3:30 – 5:30 pm

**Office:** 239 Wells Hall

**Phone:** 562-1618

**Appointments:** To make an appointment, go to

<https://calendly.com/eyang-1212/15-min-zoom-meeting>

Meetings are Zoom by default but can be in person per your request.

This scheduler is only valid for meetings that are scheduled more than 5 hours in advance.

**No office hours during holidays or breaks.**

### **Textbook and supplementary materials:**

#### Textbook

Tuten, T. L., & Solomon, M. R. (2022). Social media marketing (3rd edition).

There are some weeks when the reading materials are not from the textbook and can be accessed in an electronic course packet. You can download these readings from the class CANVAS page.

Internet Access

### **Course description:**

This course focuses on the study and application of social media tools and theories when they are applied to the development of a social media strategy in the media and/or creative organizations.

**Student learning outcomes:**

<b><u>Student Learning Outcomes (NW Core)</u></b>	<b><u>Assessment Methods</u></b>
An ability to analyze a problem, and to identify and define the requirements appropriate to its solution.	Define elements of social media platforms, communities, and relevant communication theories.
An ability to create and conduct a simple usability test and/or evaluation.	Identify and use tools to measure social media engagement. Analyze and evaluate various features of social media for enabling engagement and information sharing.
An ability to design, implement, and evaluate a computer-based solution to meet a given set of requirements in the context of the discipline.	Develop and explain social media plans for advertising or marketing a particular brand or message. Quizzes/Activities
An ability to design, implement, and evaluate a computer-based solution to meet a given set of requirements in the context of the discipline.	Group projects

**Instructional methods:**

This class is typically scheduled and designed as an in-person class; however, we are moving to a blended format and many of the materials and assignments are delivered electronically. Additionally, I will share materials, including readings, assignments, feedback, and more through our course site. Check regularly for updates! If you have questions about the materials or an assignment, please post your question to the Questions and Answers discussion forum on CANVAS. If your question is about your work or does not pertain the course generally, please email me directly ([eyang@nwmissouri.edu](mailto:eyang@nwmissouri.edu)).

This course centers around the basic understanding of the advertising field. We will complete multiple projects that include analysis, planning, development, and more. To successfully complete this course, students will do the following:

- Read assigned chapters.
- Watch additional media.
- Participate in discussion topics.
- Participate in assigned group projects.
- Complete quizzes and exams.
- Complete project reports and reflections.

## **Graded course requirements:**

### **Quiz, Discussion and Participation (35 points)**

There will be three quizzes and two online discussions on readings and course content on CANVAS. Discussion assignments are designed so we can ask questions, consider possibilities, and develop a better understanding of course concepts. To help develop the skills needed for larger projects, there will be a variety of activities and ‘practice’ assignments that focus on a narrow set of concepts. These practice assignments will help you practice your creative/analytical skills and become more familiar with specific tools and techniques. Your performance in class discussions will be evaluated as well.

Class participation includes your record of attendance. Meeting the credit hour standard, the course is scheduled to have two 80-minute classroom lectures. You are expected to attend all class sessions. You are fully responsible for all the lecture materials and will be given credit for participating in lectures via Top Hat. Another part of your participation score will be based on your performance in sections.

### **Group Project 1: Social Media Situation Analysis (15 points)**

In a small team, you will collect examples representing the social media presence from a healthcare business or organization based on the group decision. Then, your group will write an analysis of how the organization appeals to a particular demographic, as well as what are the advantages and disadvantages of its current social media image.

### **Group Project 2: Content and Strategy Report (15 points)**

Your team will develop content for an original campaign for the selected healthcare business brand with an accompanying report detailing the rationale. The report should be detailed and highly polished. It will be graded for evidence of critical thinking, problem solving, and the integration of ideas from your investigation. Strategic decisions should be clearly identified and substantiated by research and reasoning. The group grade will be based on the totality of the campaign. Relevant questions: Does the strategy make sense? Are there innovative and creative ideas present?

### **Group Project 3: Final Proposal and Pitch Presentation (20 points)**

In a final analysis, you will integrate the situation analysis (group project 1) and (group project 2) into a proposal book ready to be presented to your client. The presentation at the end of the semester will simulate the processes of sharing your Social Media campaign in the form of a pitch meeting. You will be asked to provide details on the rationale, content, and metrics that make up your campaign in a clear, concise, and convincing presentation.

### **Group Project Peer Evaluation and Self-Reflection (15 points)**

The peer evaluation will be an evaluation of your contribution and performance on the group project by the rest of the members of your group. At the end of the final exam, each group member will fill out an evaluation of all other group members, excepting themselves. Additionally, you will write an accompanying reflection in which you discuss the merits and flaws of your proposal and the process you went through.

### **Midterm exam (100 points):**

The midterm it will take place in class during the week of October 3rd – October 7th. You will have 55 minutes to complete the exam. It will require Lockdown Browser.

### **Final exam (100 points):**

The final exam will be taken in-person. Per the university policy, the exam will be scheduled in the final week.

### **Grading scale:**

There is no curve for grading. Rather, grading is based on a point-system in which you work toward 300 total points. They are distributed as follows:

<b>Components</b>	<b>Number of Points</b>	<b>Percentage</b>
Quiz (5 points each), Discussion (5 points each) and Class Participation	35	20.0
Group Assignment 1	15	10.0
Group Assignment 2	15	10.0
Group Assignment 3	20	15.0
Group Project Peer Evaluation and Self-Reflection	15	15.0
Midterm Exam	100	15.0
Final Exam	100	15.0
Total	300	100.0

We encourage you to keep track of your performance based on this point allocation system. This allows you to be aware of your grades throughout the semester and adjust your study strategies if you're dissatisfied with it. The following breakdowns are used to assign letter grades to your performance in this course:

### Letter grades in this course

Letter Grade	Percentage
A	90%-100%
B	80%-89%
C	70%-79%
D	60%-69%
F	<60%

### Extra Credit

Additional extra-credit opportunities may be announced during the semester (Students can participate in a maximum of three additional extra credit opportunities worth 1 point per opportunity).

### Course outline/major topics studied:

*Note: Course schedule is subject to change with instructor notification and students will be responsible for abiding by these changes. You are highly encouraged to check weekly schedule on CANVAS under the tab “module” for the assignment due date.*

Dates	Lecture	Readings	Assignments
<b>Week 1</b> Thursday, 1/12	Course overview and introduction	Course syllabus (on CANVAS)	Group bonding
<b>Week 2</b> Tuesday, 1/17 Thursday, 1/19	Why we need social media marketing	Chapter 1 from the textbook Social Media Marketing (“The Social Media Environment”)	

<b>Week 3</b> Tuesday, 1/24 Thursday, 1/26	Who is the target audience on social media	Chapter 2 from the textbook Social Media Marketing (“Social Consumers”)	Quiz 1 (Due on Sunday midnight, 1/29)
<b>Week 4</b> Tuesday, 1/31 Thursday, 2/02	Networks on social media Online lecture & quiz: Thurs. 2/02	Chapter 3 from the textbook Social Media Marketing (“Network Structure and Group Influence in Social Media”)	Quiz 2 (Due on Sunday midnight, 2/05)
<b>Week 5</b> Tuesday, 2/07 Thursday, 2/09	Social media planning	Reading materials on CANVAS.	
<b>Week 6</b> Tuesday, 2/14 Thursday, 2/16	Integrated marketing plan on social media Thurs. 2/16 - Focus on Group Project 1 and group meeting with the instructor.	Chapter 4 from the textbook Social Media Marketing (“Social Media Marketing Strategy”)  Watch "Science of Persuasion"	Online discussion 1 (Due on Sunday midnight, 2/19)
<b>Week 7</b> Tuesday, 2/21 Thursday, 2/23	Social community and influencers Midterm exam review (Canvas): Thurs., 2/23	Chapter 6 from the textbook Social Media Marketing (“Social Community”)	
<b>Week 8</b> Tuesday, 2/28 Thursday, 3/02	Midterm exam: Tues., 2/28 ( <b>BRING FULLY CHARGED LAPTOP</b> ) Group project workday: Thurs., 3/02	No reading this week	Group Project 1 Due on Sunday midnight, 3/05
<b>Week 9</b> Tuesday, 3/07 Thursday, 3/09	<b>Spring Break</b>		

<b>Week 10</b> Tuesday, 3/14 Thursday, 3/16	Social media data management and analysis	Chapter 10 from the textbook Social Media Marketing (“Social Media Analytics”)	Quiz 3 (Due on Sunday midnight, 3/19)
<b>Week 11</b> Tuesday, 3/21 Thursday, 3/23	Social media planning Thurs. 3/23 - Focus on Group Project 2 and group meeting with the instructor	<ul style="list-style-type: none"> <li>• Bring a complete draft of your <i>Strategy and Content</i> report. The report should be complete, formatted, and include sample posts.</li> <li>• Watch <i>When online shaming goes too far</i></li> <li>• Watch <i>Protecting Twitter users (sometimes from themselves)</i></li> </ul>	
<b>Week 12</b> Tuesday, 3/28 Thursday, 3/30	Social psychology of social media marketing	Look through “Facebook demands academics disable tool”  Additional readings from the CANVAS	Group Project 2 Due on Sunday midnight, 4/02
<b>Week 13</b> Tuesday, 4/03 Thursday, 4/06	Social marketing, health interventions, and political campaigns	Additional readings from the CANVAS	
<b>Week 14</b> Tuesday, 4/11 Thursday, 4/13	Future of strategic communication Online lecture: Packing information for presentation (Thurs., 4/13)	No reading this week	Online discussion 2 (Due on Sunday midnight, 4/16)
<b>Week 15</b> Tuesday, 4/18 Thursday, 4/20	Workday for the pitch presentation (Thurs., 4/20)	Watch <i>When online shaming goes too far</i>  Watch <i>Protecting Twitter users</i>  Read <i>With painted faces, artists fight facial recognition tech</i>  Read through the prompt for the Presentation.	

		(Reading materials are accessed on CANVAS)	
<b>Week 16</b> Tuesday, 4/25 Thursday, 4/27	(Tues., 4/25) Pitch presentation day (Thurs., 4/27) Final exam review	No reading this week	Group Project 3 Due on Sunday midnight, 4/30
<b>Week 17 – Final Week</b>	The time and location will abide by the school policy.		

## Attendance:

### *Due Dates*

Class assignments are due according to the assignment due date.

Late work when accepted will receive a 20% grade reduction for each day after the deadline.

Late group reports do not receive the same full feedback as on-time papers.

No emailed assignments will be accepted. Instructor cannot accept emailed proofs of assignments. If you'd like to discuss your assignments with the instructor, please make an appointment.

No assignments are accepted after the final exam.

Students are expected to attend all classes as specified in the course syllabi for each course. It is the responsibility of each student to promptly notify the instructor when unable to attend class. If you cannot attend class, you are responsible for covering missed material (check Canvas, talk to peers, meet with instructor, etc.). **Absences, on their own, do not justify late submissions.** If you are unable to submit work on time, you must make timely arrangements with me (before the deadline or immediately following an absence) or receive a 0. While I will work with you as best I can, keep in mind that some activities and assignments cannot be recreated or extended (discussions, presentations, etc.). Please refer to [the university policy on attendance](#).

## Exams (Midterm and Final):



Exams that are missed can only be made up by students with an excused absence; arrangements must be made and confirmed by instructor prior to the start time of the exam. Excused absences are those for which the student presents proper verification. Personal illness should be verified by a statement from Wellness Services or a personal physician. A personal crisis should be discussed with and verified by the Assistant Vice President for Student Affairs, Dr. Kori Hoffman, 660-562-1226, [khoff20@nwmissouri.edu](mailto:khoff20@nwmissouri.edu).

If an emergency occurs that prevents the administration of a course scheduled final examination, the final course grades will be calculated based on the work in the course completed to that point in time and the faculty member's considered judgment. Final exams will not be rescheduled, and a grade of "I" will not be given as a result of an institutional cancellation of a final examination. This final exam policy does not apply to online courses.

### **Administrative drop:**

An instructor may request the Office of the Registrar delete a student from a course roster if the student has not met the prerequisite for the course as stated in the catalog, or as a result of non-attendance in the course.

### **Academic administrative withdrawal:**

When it is in the best interest of Northwest Missouri State University for a student to withdraw, a student will be given a W, put on administrative hold, and given notice that they are about to be withdrawn. This action will result in removal of all credits associated with courses that have yet to be completed in the semester in question and the student will be administratively withdrawn from the University. An Administrative Withdrawal does not affect the student's grade point average. Please refer to Northwest Missouri State University's Academic Administrative Withdrawal Policy at: <https://www.nwmissouri.edu/policies/academics/Adding-Dropping-Withdrawals.pdf>

### **University communications**

Students are expected to use their Northwest student email account for any electronic correspondence within the university. Students are also strongly advised to check their email and CatPAWS accounts on a regular basis.

### **Academic integrity policy**

The students, faculty, and staff at Northwest endeavor to sustain an environment that values honesty in academic work, that acknowledges the authorized aid provided by and intellectual contributions of others, and that enables equitable student evaluation. Please refer to Northwest Missouri State University's Academic Integrity Policy at <http://www.nwmissouri.edu/policies/academics/Academic-Integrity.pdf>

## **Learning or living accommodations request process**

Northwest Missouri State University complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 [ADA] and the ADA Amendments Act of 2008 [ADAAA]. If a student has a documented disability that qualifies under the ADA/ADAAA and requests accommodations, they should review the Accessibility and Accommodations webpage at <https://www.nwmissouri.edu/titleixequity/accessibility/index.htm> for guidance, including the accommodations application and supporting documentation requirements. Contact [ada@nwmissouri.edu](mailto:ada@nwmissouri.edu) or 660.562.1873 for further assistance. For the university policy on disability accommodation refer to <http://www.nwmissouri.edu/policies/student/Disability-Accommodation.pdf>

## **Non-discrimination and anti-harassment policy:**

Northwest Missouri State University is committed to maintaining an environment for all faculty, staff, students, and third parties that is free of illegal discrimination and harassment. Please refer to the Non-Discrimination and Anti-Harassment Policy at <https://www.nwmissouri.edu/TitleIXEquity/titlevi/>

## **Family education rights and privacy act (FERPA) policy:**

Family Educational Rights and Privacy Act of 1974, as amended (commonly known as the Buckley Amendment), is a federal law which provides that colleges and universities will maintain the confidentiality of student education records. Please refer to the Family Educational Rights and Privacy Act (FERPA) Policy at <http://www.nwmissouri.edu/policies/academics/Family-Educational-Rights-and-Privacy-Act.pdf>

## **COVID-19 classroom mitigation:**

Northwest is committed to the health and safety of the University community. Face coverings are required in all instructional spaces (classrooms/labs/studios) for all students and faculty until campus vaccination and infection data allow the university to direct otherwise. Should a non-vaccinated faculty member or student make close contact with a symptomatic, COVID-19 positive student, they will be asked to quarantine and not enter University facilities (unless otherwise instructed by University Wellness) or attend class until that quarantine period is over. Faculty will provide means for students missing class because of COVID-19 quarantine or isolation to keep up with course work, but students must communicate with faculty and adhere to the quarantine/isolation start and end dates. All other illnesses or absences for personal reasons will be handled as they were before the pandemic. Northwest further asks all students and faculty to practice good hygiene and not enter University facilities or attend face-to-face classes when they feel sick. Students who do not comply with these requirements will be subject to standard disciplinary procedures according to the Northwest Student Code of Conduct (i.e. verbal

and written warnings followed by a hearing, if necessary). We thank you for doing your part to maintain our learning environment and to protect the health of fellow Bearcats.

### **Change in Course Delivery:**

It is our goal as a University to continue all courses as planned on campus. However, due to unforeseeable impacts of COVID-19 and its variants, faculty and students must be prepared to adjust course formats or mitigation strategies anytime during the semester, either permanently or for a short term. The University and faculty will communicate with students in the event such action is deemed necessary to preserve the health and safety of students and employees.

### **Quarantine checklist:**

YOUR to do List:

- Call 911 if you experience difficulty breathing or a change in your level of consciousness.
- Contact Wellness Services at 660.215.8573 with questions. You may text or call between 7 a.m. and 7 p.m. If you have an emergency outside of these hours, contact UPD at 660.562.1254.
- Notify all of your instructors of your absence and predicted date of return. They will assist you in your coursework by providing information on their strategies for distance learning. Please ensure that you have your laptop, notes, textbooks, and other necessary course materials when you enter into quarantine. Lack of engagement in your coursework during quarantine will likely result in lower grades or failure. When communicating with your instructors, you may provide them with the reason you cannot be in the classroom, but you are not required to do so.
- Stay away from all people.
- You must talk with a Wellness Services staff member every few days, either by phone, text, Zoom or Skype. If you develop COVID-19 symptoms, you **MUST** notify Wellness Services immediately. It is important for your wellbeing that Northwest maintains contact with you. We want to know you are doing okay, answer any questions you have, check for symptoms and assist with your needs.

### **Behavior and Wellness:**

Northwest focuses on student success—every student, every day.

The Wellness Center, 660.562.1348, offers free counseling for students coping with depression, anxiety, alcohol or drug misuse, relationships, and other emotional, social, and academic stressors. In addition, faculty, staff, and students who are concerned with student wellbeing can report their concerns, including anonymously, to the Behavioral Intervention Team, so that the student can be offered relevant support, at this link: [Concerning Behavior Reporting Form](#). If you are concerned about the immediate safety of a student, please call the University Police, who have specialized training in intervention, at 660.562.1254.

### **Disclaimer:**

Course schedule is subject to change and you will be responsible for abiding by any such changes. Your instructor will notify you of any changes.