

University of the Incarnate Word Course Syllabus/Outline

School of Professional Studies

Course: MKT 3353 – Social Media

Introduction:

Please plan on reading the ANNOUNCEMENTS area at the beginning of each week. Make sure to read this COURSE OUTLINE carefully. It has answers to many of your questions. Save or print it for future reference and refer to it often for weekly assignment due dates. Online courses move quickly, and it's possible for you to overlook an assignment mentioned in the Course Outline that you have due that week. You are responsible for knowing what the Course Outline contains – especially all deadlines indicated within it.

Catalog Description:

Introductory course providing comprehensive coverage of Social Media and the important role it plays in the marketplace. A managerial approach is used that focuses on the practices, problems and decisions of a marketing manager using social media.

Required Texts:

See Blackboard

Course Schedule:

The term “week” used in the syllabus/outline refers to the span of seven days from Monday to Sunday.

Course Drop Procedure

<http://sps.uiw.edu/registration/course-drop/>

The decision to drop a course can greatly impact a student's success in meeting their educational goals. Reaching out to an academic advisor will assist students in making the best decision for their enrollment.

Students must communicate with their advisor to begin the drop process. Advisors are available to meet with you at an SPS [Learning Center](#), by phone or through email. If you are unsure of your assigned advisor, please login to your Degree Works audit tool and click on the ‘Advisor Name’ listed within the ‘Student View’ section. Or contact an advisor through our general student email at eapadvising@uiwtx.edu or by calling 210-702-2402 to be directed to your advisor.

- Refund tuition at 100% (minus a \$50 administrative fee per class) if the student drops before the end of the first week of classes (in writing before Friday @ 5:00 pm).
- Students may withdraw up to the end of the sixth week (in writing before Friday @ 5:00 pm) without academic penalty. An administrative fee of \$50 per class will be assessed. The student is responsible for full tuition as well. A grade of W will be issued.
- It is not possible to withdraw from a three-semester-hour course after the sixth week.
- E-ARMY Students must drop their course(s) through GoArmyEd.
- Active duty military students are not charged a drop fee.

Participation, Punctuality and Attendance: Requirements and Expectations for In-person Classes

- Attendance: Abide by the UIW Attendance Policy as stated in the Catalog: <https://uiw.smartcatalogiq.com/en/2019-2020/Catalog/VII-Institutional-Academic-Policies/Attendance-and-Religious-Observance-Policies>
- Eating and Smoking: NOT ALLOWED in class
- Talking and Messaging using mobile devices: NOT ALLOWED in class
- Participation in Online courses is expected minimum three out of seven separate days (5 of 7 is recommended).
- Participation in Hybrid courses is expected in class, and two out of seven separate days.
- Copies of homework, tests, exams, and e-mail communication: Save for your records
- Assignments and homework with due dates: Expected to be turned-in on time

Academic Integrity Policy

University of the Incarnate Word is strongly committed to the nurturing of academic excellence. The University expects its students to pursue and maintain truth, honesty, and personal integrity in their academic work. Academic dishonesty, in any form, constitutes a serious threat to the freedoms, which define an academic community. The following definitions and guidelines have therefore been established to secure the maintenance of academic integrity at Incarnate Word.

UIW Course Policies, Guidelines and Accommodations

This course complies with all UIW academic policies and federal guidelines, including but not limited to: academic integrity, disability accommodations, pregnancy accommodations, Title IX non-discrimination, and class absences for religious observances. Current policy statements will be provided to all students through the learning management system and in information provided in the first day of class.

Teaching Philosophy:

The pedagogical/andragogical tools that we will rely on include extensive readings, case studies, organizational illustrations, and application exercises. PowerPoint slides are available for each chapter that we will cover and they should be reviewed after you have read the accompanying chapter in the text. As always, one gets as much out of a course as one puts in. Therefore, your active involvement in this class is essential for the most positive experience. My role is to facilitate your exploration and learning as you are introduced to the course material. To ensure your success in this course, I suggest that you consider these recommendations: You are expected to read the appropriate chapters and prior to participation in each week's discussion forum; be an active learner; manage your time effectively; and use the course materials as your guide for studying. I expect you to contact me with any problems or difficulties you may be experiencing. It is imperative that you participate and communicate with me frequently. If a problem or concern arises, let me know as soon as possible. My commitment to you is to be as flexible as I can while maintaining equity in the classroom.

Deadlines and Late Assignments:

Participation for a specific week must occur in that week. Participation credit cannot be made up if you miss a week of participation (no exceptions). In week eight, you will lose contact to our course mid-day on Friday of that week, so have your participation posted by early Friday. Reductions in possible points for the assignment will be given for assignments submitted late UNLESS the instructor is contacted BEFORE the due date to possibly make arrangements for unusual circumstances. There will be a deduction in points for an assignment for each day late.

Weekly Assignments & Grading Evaluations:

- *Article Review* due Friday at 11:59 p.m. CST
 - 2 @ 100 points each = 200 points (20% of grade).
- *Chapter Assessment* due Sunday at 11:59 p.m. CST in weeks 1-7.
 - 40 points each = 280 points (28% of grade)
- *Video/Social Media response* due Sunday at 11:59 p.m. CST in weeks 1-7.
 - 10 points each = 70 points (7% of grade)
- *Class Participation/discussion* last post should be done by Sunday at 11:59 p.m. CST in weeks 1-8.
 - 50 points each = 400 points (40% of grade)
- *Social Media Resource List* (due last Friday of the semester) (50 points).
 - 50 points due in week 8 (5% of grade)

Total Points Possible = 1000 (100%)

A 93-100	A- 90-92	B+ 87-89	B 83-86	B- 80-82	C+ 77-79	C 70-76
There is no C-	D+ 67-69	D 63-66	D- 60-62	F <60		

A and A- indicates a superior grasp of the subject matter of the course, initiative and originality in attacking problems, and ability to relate knowledge to new situations.

B+, B, and B- indicates better than average grasp of the subject matter of the course and ability to apply principles with intelligence.

C+ and C indicates an acceptable grasp of the essentials of the course.

D+, D, and D- indicates less than average performance in the course.

F indicates failure to master the minimum essentials of the course. The course must be repeated.

OVERVIEW OF OUR COURSE ASSIGNMENTS

Article Review Assignments (100 Points) - (500 words - using APA writing style)

Students are encouraged to expand their reading outside of the assigned text. Students are responsible for finding a current article for this assignment from a well respected source (do not use a blog for this assignment). You select the article. I do not assign the article for you. Part of this assignment is that you take on finding a timely, credible article on one of our topics for the week. Again, for course focus and clarity, be sure that your article review focuses on our course material for the week in which you have this assignment. The article review response will be a minimum of 500 words.

You will have this assignment due once every four weeks based on the first letter of your last name. See the schedule in the syllabus assignment list which follows to find when your assignment is due. Submit your article review via the corresponding weekly assessment folder.

Coversheet (5 points). The first paragraph (15 points) of the assignment should introduce your article by name and then review the main points raised by the author. The second paragraph (20 points) of the paper should examine the quality and applications. For example, offer a critique of some of the author's points or consider how useful the article is. Is it solid research? For the third paragraph (20 points) of your discussion, offer an application of one or more points raised in the article to your own workplace examples. Last paragraph (20 points), write your closing comments and end your critique. Grammar and spelling will make up part of the value of the grade given to these responses. APA writing style and work cited page (20 points).

Articles that pertain to the week's topic can be found in current periodicals. You can use UIW's online library to find appropriate journals. (Excellent sources include: Harvard Business Review and Sloan Management Review.) Articles from journals in the library are preferable to material found from the Internet where the source is unclear (unknown periodical, unknown author, etc.). Your paper should also include a citation for your source and a citation from the text book at the end of your discussion and throughout the assignment per the writing requirements of APA. Write so as to distinguish your thoughts from those of the author's whose article you are reviewing. **Article Review post is due Friday** of each week.

Weekly Chapter Assessment - (40 Points Each Week):

In weeks 1-7, students will go into the "Weekly Lessons" folder and complete the assignment found within the "Week 'X' Assessments" folder. Chapter Assessments must include a cover sheet (5 points), a sheet with the assignment (25 points), and a sheet with Bibliography page (5 points). Paper must be written APA style (5 points) for an "A" and full 40 points. Assessment must be a minimum of 250 words. At least one citation must be from a source other than our text. Four points will be deducted for each day late. Deductions will be made for poor grammar and poor spelling. **Due and submitted on or before Sunday of each week.**

Weekly Video/Social Media Response – (10 Points Each Week):

In weeks 1-7, students will go into the "Weekly Lessons" folder and complete the assignment found within the "Week 'X' Assessments" folder. You may be asked what topic you found the most interesting about social media trends for the week. Deductions will be made for poor grammar and poor spelling. Journal responses must be a minimum of 150 words for an "A". No citation is required. **Due on or before Sunday of each week.**

Participation and Attendance (50 points/week):

The primary group interactions will occur in our weekly class discussion forum. The topics that we discuss for the week will be those that are covered in our reading for the week. We will also consider practical topic's that warrant detailed exploration as the discussion forum component of our class. Proactive, meaningful class participation is essential to maximizing course potential and to enable the Instructor to fully evaluate your comprehension of course content. Further, it enhances the interest level as specific, real-world examples are discussed. For full points, you must participate in each weekly forum discussion on a minimum of four days each week. At least one of your posts should include some type of citation (a website that you found especially helpful, an article, for example from Harvard Business School that relates to a topic we are discussing). If those four participation comments are well written (10 points each), and at least one has an APA citation (10 points), you will receive full credit for participation (50 points total). Participation for a specific week must occur in that week. Participation points cannot be made up. In evaluating class participation, consider the following recommendations:

- Students are expected to be prepared to actively participate in classroom discussions by responding to instructor questions or classmate comments and by offering specific examples/alternatives appropriate to the discussion at hand.
- You need not respond to every discussion thread that I start. You only need to respond to one of the instructor comments, and at least three responses to comments by classmates. All four comments cannot be done on the same day. "A" comments must be a minimum of 100 words per post.
- The quality of participation posts should clearly demonstrate full understanding of the subject matter at an appropriate depth and breadth. You are expected to examine issues from multiple perspectives.
- You are expected to integrate materials from sources outside of the formal course resources and site your source, as well as from key concepts from our text book.
- Participation posts should include adequate support via specific evidence for assertions and should clearly demonstrate your ability to apply the subject matter in the marketplace.

Participation Rubric

The following expectations-based rubric may be helpful to you in determining my expectations for online discussion forum participation:

Criteria	Satisfactory	Needs Improvement	Unsatisfactory
Content Knowledge	Posts well-developed responses to DQs. Demonstrates full understanding and addresses the application of all aspects of the topic. Critically analyzes topics and results. Often adds relevant personal experiences and proposes alternative perspectives. Offers a citation regarding the topic of the participation comment. One of the four participation comments includes a citation.	Responses indicate an understanding of and/or application of the topic, but the response is not complete or lacks more in-depth information. Provides a minimal level of critical evaluation. May add relevant personal experiences or propose alternative perspective. No citation is provided.	Responses lack depth and/or do not demonstrate understanding of the topic. Responses are superficial and lack critical analysis. Does not add relevant personal experiences or propose alternative perspectives. No citation is provided.
Engagement with Others	Responses are thoughtful and articulate. Poses good questions for consideration. Comments add depth and insight. High level of visibility in classroom.	Does respond to others but responses lack depth, insightfulness, or thoughtfulness. Poses questions infrequently. Does not always respond when others pose questions. Moderate level of visibility in course room.	Does not or only rarely responds to others. Does not pose questions. Low level of visibility in course room.
Timeliness	All DQ responses are submitted on time and to the correct place in the online classroom.	Most DQ responses are submitted on time and to the correct place in the online classroom.	Few or none of the DQ responses are submitted on time or responses are not submitted to correct place in online classroom.
Mechanics	Responses are always well-written and articulate. Spelling and grammar are very good. Easy to read and follow. At least one participation comment for the week includes one citation.	Responses are generally well-written but some grammar problems exist. Some spelling errors. May be somewhat difficult to read and follow.	Responses are poorly prepared. Numerous spelling, grammar, and general writing problems.

Social Media Resource List Assignment (50 Points):

For your Social Media Resource List assignment **due in week 8**, find five resources that you can use in social media management or as a tool that you can use as a consultant. For each of the five resources, give us the resource name, address (URL) or name of app, and give us at least 5 sentences or more in which you describe its importance as well as what material, information, audio or video, that we can find at the site or app. Post your resource list as a response to the thread that I will create, also send your completed list to my email address

not as an attachment (10 points deducted if sent as an attachment). The purpose to post in the thread is to share the information with other students who may find it helpful as well.

Tone in Our Online Classroom:

The quality of our class to a great extent will be determined by the level of activity and quality of our participation. In our conversations, we need to be responsible in our comments and feedback. Since we cannot see facial expressions to know when other group members are kidding, we must take extra care in the way things are worded. The potential negative effects of sarcasm are amplified in the online medium. Participation which impedes communication will impact your participation grade.

Course Outline

At the end of each assignment, you will see a number inside the parenthesis. This is the Alternative Learning Equivalencies for this course. It is an expectation for the minimum amount of time (hours) you will spend on each topic each week. Its primary purpose is for accreditation standards we must maintain in each course.

Week	Chapter Readings and Discussions	Assignments
Week #1	Read Chapter 1.	<p>Article Review: Article Review Assignment from students whose last names start with A-E. Submit your Article Review to Blackboard Assignments (1).</p> <p>Chapter Assessment: On or before Sunday, submit Chapter assessment assignment via Blackboard (2).</p> <p>Video/Social Media Response: On or before Sunday, submit weekly Video/Social Media response (1).</p> <p>Participation: Take part in Week One Class Discussion by posting four participation comments on at least three different days. One of the participation comments should include a citation from a source other than our text (2).</p>
Week #2	Read Chapter 2.	<p>Article Review: Article Review Assignment from students whose last names start with F-L. Submit your Article Review to Blackboard Assignments (1).</p> <p>Chapter Assessment: On or before Sunday, submit Chapter assessment assignment via Blackboard (2).</p> <p>Video/Social Media Response: On or before Sunday, submit weekly Video/Social Media response (1).</p> <p>Participation: Take part in Week Two Class Discussion by posting four participation comments on at least three different days. One of the participation comments should include a citation from a source other than our text (2).</p>

Week#3	Read Chapters 3 & 4	<p>Article Review: Article Discussion Assignment whose last names start with M-R. Submit your Article Review to Blackboard Assignments (1).</p> <p>Chapter Assessment: On or before Sunday, submit Chapter assessment assignment via Blackboard (2).</p> <p>Video/Social Media Response: On or before Sunday, submit weekly Video/Social Media response (1).</p> <p>Participation: Take part in Week Three Class by posting four participation comments on at least three different days. One of the participation comments should include a citation from a source other than our text (2).</p>
Week #4	Read Chapters 5 & 6	<p>Article Review: Article Discussion Assignment whose last names start with S-Z. Submit your Article Review to Blackboard Assignments (1).</p> <p>Chapter Assessment: On or before Sunday, submit Chapter assessment assignment via Blackboard (2).</p> <p>Video/Social Media Response: On or before Sunday, submit weekly Video/Social Media response (1).</p> <p>Participation: Take part in Week Four Class Discussion by posting four participation comments on at least three different days. One of the participation comments should include a citation from a source other than our text (2).</p>
Week #5	Read Chapter 7	<p>Article Review: Article Discussion Assignment from students whose last names start with A-E. Submit your Article Review to Blackboard Assignments (1).</p> <p>Chapter Assessment: On or before Sunday, submit Chapter assessment assignment via Blackboard (2).</p> <p>Video/Social Media Response: On or before Sunday, submit weekly Video/Social Media response (1).</p> <p>Participation: Take part in Week Five Class Discussion by posting four participation comments on at least three different days. One of the participation comments should include a citation from a source other than our text (2).</p>
Week #6	Read Chapter 8	<p>Article Review: Article Discussion Assignment whose last names start with F-L. Submit your Article Review to Blackboard Assignments (1).</p> <p>Chapter Assessment: On or before Sunday, submit Chapter assessment assignment via Blackboard (2).</p> <p>Video/Social Media Response: On or before Sunday, submit weekly Video/Social Media response (1).</p> <p>Participation: Take part in Week Six Class Discussion by posting four participation comments on at least three different days. One of the participation comments should include a citation from a source other than our text (2).</p>
	Read Chapter 9	<p>Article Review: Article Discussion Assignment whose last names start with M-R. Due Wednesday as a post to the class. Also submit your Article Review to Blackboard Assignments (1).</p>

Week #7		<p><u>Chapter Assessment:</u> On or before Sunday, submit Chapter assessment assignment via Blackboard (2).</p> <p><u>Video/Social Media Response:</u> On or before Sunday, post in the Week Seven Journal thread a response to the question presented in the thread. (1).</p> <p><u>Participation:</u> Take part in Week Seven Class Discussion by posting four participation comments on at least three different days. One of the participation comments should include a citation from a source other than our text (2).</p>
Week #8	Read Chapter 10	<p><u>Article Review:</u> Article Discussion Assignment whose last names start with S-Z. Submit your Article Review to Blackboard Assignments (1).</p> <p><u>Participation:</u> Take part in Week Eight Class Discussion by posting four participation comments on at least three different days. One of the participation comments should include a citation from a source other than our text (2).</p> <p><u>Internet Resource List:</u> For your Internet Resource List Assignment due on Friday in week 8, do a search on the Internet and find five resources that you can use in future marketing courses or for perhaps a marketing plan you may write. For each of the five resources, give us the resource name, address (URL), and give us about 3 sentences or more in which you describe to us what material, information, audio or video, that we can find at the site. Send your completed list to my email address not as an attachment by 6:00 p.m. on FRIDAY. (3).</p>

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