



Marketing 3200: Social Media Marketing
Spring 2023
January 11th - May 5th

Class Information

SECTION 1: CRN 15839
9:05a – 9:55p, MWF, Powers College of Business, Room 133

SECTION 2: CRN 15840
10:10a – 11:00a, MWF, Powers College of Business, Room 133

SECTION 3: CRN 20593
11:15a – 12:05p, MWF, Powers College of Business, Room 133

You will find a calendar for course activities below. Schedule is subject to change.



Instructor:

Michele M. Cauley '93, '04
Professor-of-practice
Department of Marketing

Wilbur O. and Ann Powers College of Business
Clemson University
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864.275.8820

Office Hours:

Tuesdays 10:00am – Noon or by appointment.

Course Description

3 Credits (3 Contact Hours)

Course Materials / Tools and Resources

Textbook Publisher: Sage; Author: Tuten; Social Media Marketing, ED: 4e, 20
ISBN: 9781529731989 (print book) Cost = \$66 OR
ISBN: 9781529738018 ([etext via RedShelf](#)) 180-day option rental = \$49



Class Facebook page: <https://www.facebook.com/CauleySMClass/> You will be required to post to this account for class participation.

#Trending Discussion Source Suggestions. #Trending Schedule [LINK](#):

- [Buffer Blog](#)
- [Hootsuite](#)
- [Social Media Today](#)
- [Social Media Examiner](#)
- [Wall Street Journal](#)
- [Mashable](#)
- [Marketo Marketing Blog](#)
- [Inc.](#)
- [Forbes](#)
- [Content Marketing Institute - social media section](#)
- [PRDaily.com](#)
- [Alltop](#)
- [Digiday](#)

You will also be required to access various other social media platforms or resources throughout the semester as needed to successfully complete your individual assignments and group projects. PowerPoint slides, videos, and other materials for this course are contained in Canvas OR posted in our class FB Page. Slides will not be posted prior to class and will only be an outline of the detailed material and discussions in class. Therefore, it is imperative you are in attendance to participate in class discussions and receive all pertinent information. Be aware that I may change some assignments and adjust the syllabus to accommodate other matters. Be sure to check Canvas regularly for the most up-to-date information and I will advise you of changes during each class.

Course Description

This course examines how consumers interact with firms in social media spaces, the norms and purposes of these platforms, and the communications strategies available on them. Through class discussion, teamwork and presentations, students will learn to formulate effective social media promotions and overall strategy for marketing purposes. This course will present an in-depth overview of creating an effective social media strategy focused on four primary areas: Research, Planning and Strategy, Implementation and Measurement. PREQ: *Principles of Marketing* [MKT 3010](#)

Learning Outcomes

After completing this course, you will be able to:

1. Clearly define a social media marketing strategy to include: establishing social media objectives that align with business objectives, determining the target audience(s) and developing the most effective and appropriate platforms, content and call-to-actions to achieve your objectives and reach your target audience(s).
2. Calculate basic performance metrics, interpret and respond to your customer's concerns and needs by utilizing social media listening and monitoring data and techniques.
3. Understand how norms of behavior are impacted by accuracy, privacy, trust and ethical dilemmas in social media and how to navigate these.
4. Explore various social media content types, promotions and platforms to determine the best combination to meet the strategic and SMART objectives.
5. Present marketing ideas clearly and concisely in written and oral forms during class activities.

Grading	Weight
Individual Assignment 1: Personal Social Brand Audit	10%
Group Project 1: Platform Tutorials + Video	15%
Midterm Exam	15%
Individual Assignment 2: Social Media Brand Audit	15%
Group Project 2: Social Media Marketing Strategy, Content Calendar and Metrics	20%
Final Exam	15%
Participation: Trending, Class Facebook Discussion and Engagement with Guest Speakers	10%
TOTAL OPPORTUNITY:	100%

Assignments and Grading:

Measurement of course objectives and your performance will be assessed by 2 individual assignments, 2 group assignments, 2 exams and your individual participation effort.

FINAL grades in the course will fall on a standard 100-point scale and grading components are weighted as shown above. The following table breaks down the percentages associated with each letter grade and I do not curve or round up. **Note this is only a general guideline because your score will be determined, in part, based on how your work compares to your peers in the class and your engagement level.**

Letter Percentages

A	90 - 100%
B	80 - 89%
C	70 - 79%
D	60 - 69%
F	0 - 59%

Participation

Classes are a combination of lecture and discussion with emphasis on discussion. Weekly readings will be expected, and I will provide the URLs or documents to you. Everyone should have read the assigned material prior to class. You will help lead classroom #trending discussion by signing up on the schedule and this will be a factor of your grade. You must be in attendance to participate. (Reference attendance policy below). Participation will count for 10% of your overall grade and consists of a) classroom discussion particularly important with guest speakers b) Trending discussion facilitation and participation, and d) completion of assigned activities on our classroom Facebook Page.

Exams

Exams will not be cumulative. Exams will be taken in class online in CANVAS and comprised of multiple-choice, true/false and short-answer questions based on material covered in class and guest speaker presentations.

Make-Up Exams

Make-ups for the exams are provided ONLY with verified family and/or medical emergency or official school functions and activities and must be taken within one (1) week of the scheduled exam date.

Assignments

Late assignments will not be accepted and should be turned in at the beginning of class on the assigned due date.

Presentations

There are NO MAKE-UP Presentations. If you miss or cancel your assigned presentation time, it is the professor's discretion on whether to assign a new time or assign a zero for the assignment. All team presentations are business professional unless otherwise stated. Presentations should be practiced in advance and well organized. A copy of the visuals/slides used in the presentation will need to be provided to the instructor in advance of the presentation or a deduction will be taken.

Honors Contract Requirement – Optional but encouraged for all students

1) **Hootsuite Platform and Social Media Marketing Certifications:** This assignment requires you to earn the Hootsuite Platform and Social Media Marketing Certifications by the end of this semester through Hootsuite's Student Program. You receive an online certificate and are added to Hootsuite Certified Professionals Directory.



Hootsuite is a social media dashboard that allows individuals and brands to monitor, listen, and engage with their audiences across multiple platforms in a centralized location.

More information about the program can be found at: www.learn.hootsuite.com.

I will post to Canvas your instructions on how to register for your Hootsuite certifications. You will go through a series of video tutorials via the Hootsuite Academy and then will take your certification exams, a \$300+ value free to you in this course. Once you have completed the certification program, you will be able to add this valuable certification to your resume and LinkedIn profile.

Course and University Policies

Attendance

Attendance is required. Your participation and attendance is critical for class engagement with peer collaboration. Students will receive 2 unexcused absences without penalty. Beyond 2, one point will be deducted from final grade for each additional unexcused absence. Zoom links will only be provided if / when in person attendance is not required.

Inclement Weather

Assignments or tests that are cancelled due to inclement weather or a power outage will be given the next class meeting unless contacted by the instructor. Any extension or postponement of assignments or exams will be granted by the instructor via email or Canvas within 24 hours of the weather or power related event.

Excused Absences

Any student missing an exam and/or project/assignment deadline must provide documentation of a University excused absence to schedule a make-up. **No absences will be excused without proper documentation.** University excused absences include the following:

1. A medical complication (pregnancy/childbirth-related, physical injury, illness, etc.) too severe or contagious for the student to attend class, when certified by an attending physician. Healthcare providers at Redfern Health Center do not provide written excuses; however, students should retain paperwork of medical visits

affirming date and time. Whenever possible, students should visit Redfern as outpatients without missing class. An absence for a non-acute medical service does not constitute an excused absence. Course instructors may, at their discretion, require documentation of medical absences.

2. Death of an immediate family member (spouse, parent or legal guardian, child, grandparent, grandchild, or sibling, including a corresponding in-law or step-relative). Students must be excused for absences from classes for at least five (5) consecutive business days.
3. Serious illness or emergency in a student's immediate family (course instructors may require documentation).
4. Participation in authorized University-sponsored activities, not to include practice for the activities. Course instructors may require documentation from the course instructors or staff advisor of the sponsored University group.
5. Religious observances and practices which prevent the student from being present during a class period (prior consultation with the instructor is necessary).
6. Participation in court-imposed legal proceedings (e.g., jury duty or subpoena).
7. Required participation in military obligations as certified by the student's commanding officer.
8. Interviews for jobs, co-op assignments, internships, graduate school, or professional school. Students should make every effort to schedule appointments around their class obligations and will provide documentation beforehand to verify a class conflict.

In the event of a regional or national emergency (e.g., pandemic, hurricane, etc.), students missing classes may not be charged with unexcused absences if the nature and extent of the emergency is defined and disseminated by the Provost (or designee).

While it is advisable to send me an email to explain or alert me to your absence from the exam, do not expect me to follow-up on the basis of an email. It is **your responsibility** to contact me by phone or in person **prior to or no later 9:00 a.m. the day of the exam**. Anyone that contacts me after the exam period has already started will receive a zero for the exam regardless of the excuse. Please note that the format of the make-up exams will differ from the regularly scheduled exam, including short answer, identification and essay questions. Make up exams will be scheduled at a common time set by the instructor and must occur within a week from the original exam date.

Faculty Absence from Class

If no advance arrangements are made concerning my absence from class, students are authorized to leave online or in-person scheduled class periods after waiting ten minutes from the start of class.

Electronics

Laptops, Cellphones, Ipads, smart watches and other electronics may be used in class ONLY for class activities and purposes when directed and are necessary for online instruction and virtual collaboration. When we transition to in-person instruction, if you must take a call/send or receive a text during class, please excuse yourself to the hallway to do so. If you are using your cell phone or other electronic device during class there will be a grade penalty. The minimum penalty will be a 5% deduction on your final grade.

Email Policy / Instructor-student Communications

You can expect a response to your email inquiries within 36 hours, excluding weekends and university holidays. Because privacy regulations stipulate that faculty and staff communicate with students through authorized University channels, use your University email account or Canvas's messaging system to contact me.

Canvas allows you as a student to quickly notify instructors of an absence from class and provides set categories (e.g. court attendance, illness, family illness or death, military duty, hospitalization, university function, religious observance).

CLASS ROLL

Students can use iROAR to add courses, to drop courses, and to drop with a W grade. Students that have not participated in class activities by the second week, after the last day to add a class will be removed from the roll. For students in a course where Canvas is used, instructors can view students' date of last activity and total activity under the "People" tab. A student with an excessive number of absences may be withdrawn at the discretion of the course instructor.

STUDENT SUPPORT

ACADEMIC SUCCESS CENTER

Located in the heart of Clemson's campus adjacent to Cooper Library and the Watt Family Innovation Center, the Academic Success Center (ASC) <https://www.clemson.edu/asc/> offers a variety of free learning and success services for all undergraduate students that include:

- Help with courses
- Tutoring
- Peer-assisted learning (PAL)
- LearningLab;
- Learning and Success Strategies
- Academic coaching
- Success strategy workshops
- College success skills course CU 1010, for those experiencing academic difficulty

Visit Course Support: <https://www.clemson.edu/asc/courses/>

ASC INCLUSION STATEMENT

We celebrate diversity in abilities, identities, and perspectives and invite Clemson students, faculty, and staff from all walks of life to participate in our programs, services, and employment. We believe that engaging with a variety of ideas and viewpoints results in deeper and more meaningful learning and creates the conditions for our students to thrive. We seek to be an active partner with Clemson students, faculty, and staff in creating an inclusive campus environment in which mutual respect and support are demonstrated for all members of our campus community.

ACADEMIC ADVISING

Academic advising is an ongoing educational process that connects the student to the University. Academic advising supports the University's mission of preparing the student for learning beyond the confines of the academy. Academic advisors represent and interpret University policies and procedures to the student and help the student navigate the academic and organizational paths of the institution.

COOPER LIBRARY

Do you need library sources but don't know where to start? Are you asking them to search for a book, article, or data to support their argument? Not sure whether they know how to cite a source properly in their bibliography? Ask a librarian!

Research help is available in person at the at the Library Services Desk in Cooper Library, Gunnin Architecture Library, and the Education Media Center. Librarians can also be contacted by phone, text, or chat via the Library's website. Check the Library's Ask Us page for details. (<https://libraries.clemson.edu/ask/>)

Open Educational Resources (OER) are free teaching materials for students to use and can offer a solution to cover a variety of subjects or activities. Visit the OER website.

The Adobe Digital Studio is on the 5th floor of Cooper Library and is an open-access learning space dedicated to providing students with digital production skills and the technology to use them. Video and Audio production studios are available for students to use by reservation, and a wide range of technology can be borrowed from the Library Services Desk. You can download Adobe Creative Cloud as a Clemson student. (<https://ccit.clemson.edu/training/adobe-creative-cloud/>).

Extended assistance by appointment is also available with librarians who specialize in subject areas. A list of librarians and their areas of expertise are listed on this library page (<https://libraries.clemson.edu/research/subject-librarians/>).

Cooper Library and Technical Support

Extended assistance by appointment is also available with librarians who specialize in subject areas. Librarians and their areas of expertise are listed online (<https://libraries.clemson.edu/research/subject-librarians/>).

If you are having hardware or software problems, CCIT's Service Desk may be able to help you. Contact them by email at ITHELP@clemson.edu or call or text (864) 656-3494 with a detailed description of your problem. The help desk is located in Cooper Library.

GRADUATE STUDENT SUCCESS RESOURCES

The Graduate School maintains a collection of resources applicable to graduate students (<https://www.clemson.edu/graduate/students/>) for professional development, governance, the handbook, and thesis/dissertation resources). It has resources regarding education, student life, and health and safety as well (<https://www.clemson.edu/graduate/students/resources.html>).

MICHELIN CAREER CENTER

The Michelin® Career Center, in the Center for Career and Professional Development (https://career.sites.clemson.edu/michelin_career_center/), assists undergraduate and graduate students in selecting appropriate fields of study, learning effective job searching strategies, and making connections with employers. Career counselors are available to meet with students to explore career or educational options, develop résumés and cover letters, hone interviewing techniques, conduct searches for internships and full-time jobs, and ready themselves for interviewing with employers. In addition, students may utilize ClemsonJobLink, the Career Center's on-line recruiting system, to view part-time jobs, internships, and full-time job postings and to sign up for on-campus interviews.

The Center's Internship Program brings together students and employers to facilitate academically enriching and mutually beneficial work experiences. This program offers on-campus, off-campus and international internship options. Students may participate in either part-time or full-time internships. The Center's goal is to endow students with the skills and tools to find part-time jobs and internships while in school, as well as full-time jobs following graduation. Other information can be obtained from the Career Center's website at <https://career.clemson.edu> or by calling 864-656-6000.

REGISTRAR

The Registrar's office provides information about important deadlines, degree and program requirements, and other key information, including use of iROAR to add, drop, or withdraw from courses.

The Office of the Registrar is located in both Sikes Hall and Martin Hall. Specific locations and services can be found on our Contact Us page.

STUDENT ACCESSIBILITY SERVICES

Clemson University values the diversity of our student body as a strength and a critical component of our dynamic community. Students with disabilities or temporary injuries/conditions may require accommodations due to barriers in the structure of facilities, course design, technology used for curricular purposes, or other campus resources. Students who experience a barrier to full access to this class should let the instructor know, and make an appointment to meet with a staff member in Student Accessibility Services as soon as possible. You can make an appointment by calling 864-656- 6848, by emailing studentaccess@lists.clemson.edu.

Appointments are strongly encouraged – drop-ins will be seen if at all possible, but there could be a significant wait due to scheduled appointments. Students who receive Academic Access Letters are strongly encouraged to request, obtain and present these to their professors as early in the semester as possible so that accommodations can be made in a timely manner.

It is the student's responsibility to follow this process each semester. You can access further information here: <http://www.clemson.edu/campus-life/campus-services/sds/>. The CU Accessibility Portal (<https://www.clemson.edu/accessibility/>) is a "one stop" site for information.

STUDENT HEALTH AND WELLNESS RESOURCES

Student Health Services, (<https://www.clemson.edu/campus-life/student-health/>), locally known as "Redfern" Health, strengthens Clemson University by providing quality medical and mental health care and the health, safety and well-being of the campus community. Student Health Services strives to be an innovative health care system providing integrated quality services that are responsive to the needs of the University community.

Information on who to contact for help in a crisis situation, visit <https://www.clemson.edu/campus-life/student-health/contact/index.html> and on the emergency/crisis page <https://www.clemson.edu/campus-life/healthy-campus/suicideprevention/get-help.html>.

CAPS: COUNSELING AND PSYCHOLOGICAL SERVICES

At Counseling and Psychological Services (CAPS) (<https://www.clemson.edu/campus-life/student-health/caps/services-and-programs/index.html>), you are encouraged to be an active participant in your medical and mental health care. Which service is the right one for you hinges your individual need and CAPS will help you figure that out.

CAPS is committed to educating students, as well as offering “outreach services to faculty and staff members in order to improve the quality of their interactions with students and to promote a healthy work environment.”

WRITING CENTER

Clemson University’s Writing Center offers free one-on-one tutoring for all Clemson students. Sponsored by the Clemson English Department, our goal at the Writing Center is to support all members of the Clemson community to become more confident and effective writers. For whatever you are working on, we can help you find the most effective way to communicate your message. Any discipline. Any level. Any stage. Any genre. Any writer.

We have real-time online appointments and emailed feedback appointments available. Synchronous Online Hours: Monday – Friday 9AM - 12PM and 3PM - 7PM. If you have any questions, please email us at thewritingcenter@clemson.edu.

Visit the Writing Center's website (<https://clemson.mywconline.com/>) for more information about services or to make an appointment. The Writing Center is located in the Academic Success Center Building.

Clemson POLICIES

ACADEMIC CONTINUITY

Clemson has developed an Academic Continuity Plan for academic operations. Should university administration officially determine that the physical classroom facility is not available to conduct classes, class will be conducted in a virtual (online) form. The university issues official disruption notifications through email, website, and Social Media. When notified, use one of the following links to navigate to Clemson Canvas where you will find important information about class:

- Primary access link: <http://www.clemson.edu/canvas>
- Secondary access link, if needed: <https://clemson.instructure.com/>
- You can also use the Canvas Student App (<https://www.clemson.edu/canvas/app.html>).
- Course activities will occur through the Canvas course.

ACADEMIC INTEGRITY

As members of the Clemson University community, we have inherited Thomas Green Clemson's vision of this institution as a "high seminary of learning." Fundamental to this vision is a mutual commitment to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form.

All infractions of academic dishonesty will be reported to Undergraduate Studies for resolution through that office. See the Undergraduate Academic Integrity Policy website (<https://www.clemson.edu/academics/integrity/>) for additional information about academic integrity at Clemson.

For graduate students, see the current graduate student handbook for all policies (<https://www.clemson.edu/graduate/students/policies-procedures/index.html>)

ACADEMIC GRIEVANCES

Undergraduate students are advised to visit the Ombuds' Office prior to filing a grievance. After discussion with the undergraduate academic ombudsman, students should contact Undergraduate Studies (656-3022) for assistance filing official paperwork.

Graduate students follow graduate student handbook (<https://www.clemson.edu/graduate/students/policies-procedures/index.html>) and “grievances must be filed with the Graduate School within 60 days of the alleged act.”

COPYRIGHT

Materials in some of the courses are copyrighted. They are intended for use only by students registered and enrolled in a particular course, for instructional activities associated with and for the duration of the course. They may not be retained in another medium or disseminated further. They are provided in compliance with the provisions of the Teach Act. Students should be reminded to refer to the Use of Copyrighted Materials and “Fair Use” Guide at Clemson Libraries, for additional information (<http://clemson.libguides.com/c.php?g=230419&p=1530623>).

COMMITMENT TO DIVERSITY

Clemson University aspires to create a diverse community that welcomes people of different races, cultures, ages, genders, sexual orientation, religions, socioeconomic levels, political perspectives, abilities, opinions, values and experiences.

The Clemson University Title IX statement regarding non-discrimination:

Clemson University is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender, pregnancy, national origin, age, disability, veteran’s status, genetic information or protected activity in employment, educational programs and activities, admissions and financial aid. This includes a prohibition against sexual harassment and sexual violence as mandated by Title IX of the Education Amendments of 1972.

This policy is located here (<http://www.clemson.edu/campus-life/campus-services/access/title-ix/>).

Ms. Alesia Smith is the Clemson University Title IX Coordinator, and the Executive Director of Equity Compliance. Her office is located at 110 Holtzendorff Hall, 864.656.3181 (voice) or 864.656.0899 (TDD). Remember, email is not a fully secured method of communication and should not be used to discuss Title IX issues.

EMERGENCY PROCEDURES

Emergency procedures have been posted in all buildings and on all elevators. Students should be reminded to review these procedures for their own safety. All students and employees should be familiar with guidelines from the Clemson Police Department. Visit here for information about safety (<http://www.clemson.edu/cusafety/preparedness/>).

SAFETY

Clemson University is committed to providing a safe campus environment for students, faculty, staff, and visitors. As members of the community, we encourage you to take the following actions to be better prepared in case of an emergency:

- Ensure you are signed up for emergency alerts (<https://www.getrave.com/login/clemson>),
- Download the Rave Guardian app to your phone (<https://www.clemson.edu/cusafety/cupd/rave-guardian/>)
- Learn what you can do to prepare yourself in the event of an active threat (<http://www.clemson.edu/cusafety/EmergencyManagement/>)

ONLINE CONDUCT

Appropriate online academic conduct means maintaining a safe learning environment based on mutual respect and civility. All participants in Clemson courses are expected to behave professionally by adhering to these standards of conduct:

- Never transmit or promote content known to be illegal.
- Respect other people's privacy as well as your own.
- Forgive other people's mistakes.
- Never use harassing, threatening, embarrassing, or abusive language or actions.

PRIVACY POLICY

Online communication that fails to meet these standards of conduct will be removed from the course. Repeated misconduct may result in being blocked from online discussions, receiving a grade penalty, or being dismissed from

the course. Such misconduct in the online environment may also be reported to officials for appropriate action in accordance with University policy. If you ever encounter inappropriate content in our course, please contact me, the instructor, with your concerns.

This course is designed with student privacy in mind. If, however, you feel that an assignment or technology tool undermines your right to privacy, please contact the instructor immediately. We will work together to determine an alternative assignment that will help you achieve the course learning outcomes.

RESEARCH

If a course involves the use of animals, please consult the following research on animals policy (<http://www.clemson.edu/research/compliance/iacuc>).

If our course involves any human subjects research, this research will comply with campus IRB regulations for human subjects, (<http://www.clemson.edu/research/compliance/irb/>). This includes research of the course itself, which, while it may be exempt, needs IRB review.