Course Title: Social Media in Business (MARK6370)
Term: Spring 2018 Module 2  
Meeting Times and Location: Online
Instructor: Dr. Xiaojing Sheng  
Office Location: COBE 211J (Edinburg Campus)
Phone: 956.665.3317  
Email: xiaojing.sheng@utrgv.edu
Office Hours: Tuesday & Thursdays, 3-5 p.m.; other times by appointment

Course Description
This course explains how strategic business communication has changed due to the rise of social media and equips students with relevant knowledge and skills to develop business communication strategies that incorporate social media and cutting-edge consumer-to-consumer social interactions. Since social media is heavily technology-driven, the course will also cover related aspects of electronic and mobile commerce and marketing. If one is new to social media, there is a lot to grasp. This is common problem for both small business owners and large multinational firms when looking at social media. This course is intended to help students to understand the social media landscape and how to approach it strategically.

Course Prerequisites
N/A

Textbook

Required:

ISBN: 978-1-305-50275-8
Attendance
This course is fully online. Students are expected to attend all scheduled classes, participate in online class discussions, and submit all course assignments on time through Blackboard. Failure to do so and excessive absences may result in being dropped from the course. UTRGV’s attendance policy excuses students from attending class if they are participating in officially sponsored university activities, such as athletics; for observance of religious holy days; or for military service. Students should contact the instructor in advance of the excused absence and arrange to make up missed work or examinations.

Course Drops
According to UTRGV policy, students may drop any class without penalty earning a grade of DR until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the class should be aware of the “3-peat rule” and the “6-drop” rule so they can recognize how dropped classes may affect their academic success. The 6-drop rule refers to Texas law that dictates that undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit. The 3-peat rule refers to additional fees charged to students who take the same class for the third time.

Robert C. Vackar College of Business and Entrepreneurship Learning Goals and Mission
The Robert C. Vackar College of Business Entrepreneurship has adopted the following learning goals and objectives that each student should achieve while in the MBA degree program. Not all goals and objectives are covered in each course; however, all goals and objectives should be addressed throughout the degree program.

<table>
<thead>
<tr>
<th>MBA learning goals</th>
<th>This course contributes to the following College of Business and Entrepreneurship learning goals:</th>
<th>How it is measured</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrate collaborative and leadership skills as related to a global business environment.</td>
<td>x</td>
<td>Through online discussions</td>
</tr>
<tr>
<td>Show effective writing and oral skills at a level appropriate for business executives.</td>
<td>x</td>
<td>Writing skills will be assessed through online discussions and individual case analysis assignments.</td>
</tr>
<tr>
<td>Aware of and classify ethical issues and behaviors.</td>
<td>NA</td>
<td></td>
</tr>
<tr>
<td>Apply analytical techniques and quantitative analysis for effective decision making in various functional areas.</td>
<td>NA</td>
<td></td>
</tr>
</tbody>
</table>
Our mission is to be the agent of innovation, knowledge discovery, and economic development in South Texas, Northern Mexico, and beyond, by offering a rigorous curriculum informed by experiential learning, high quality research, and community partnerships. Your mastery of these learning goals and objectives help us to achieve this mission.

**Course Format and Layout**

The course is designed in three distinct sections. Each section is organized in such a way as to build a level of understanding that reinforces the key points of each chapter covered and to enhance the student’s experience with the subject.

1. Reading of the assigned chapter in the textbook: The text is comprehensive and easy to read with many visuals that make reading the chapters interesting.

2. Instructional aides include powerpoint slides, social media marketing articles, and case studies assignments: The aides identified are used to assist you in going through the chapter and identifying key points and terms.

3. Testing components which include chapter quizzes: The testing components are created in such a way as to measure your ability of recall, analysis, critical thinking, and effective communication that are essential in today’s business world. The testing components are highly relevant to the subjects of social media in business.

**Grading Components**

1. **Discussions**
   
   Since this course is fully online, your participation will be through discussions. Check discussion board regularly and participate in class discussions.

   Your initial discussion post is due on discussion board every Saturday by 11:59 p.m. Your follow-up discussion posts are due on discussion board every Tuesday by 11:59 p.m. As for the quantity of your discussion participation, the minimum requirement is that you have four posts of which one is your original, initial post to the discussion questions and the other three being your thoughtful comments on other students’ posts. However, I would strongly encourage you to participate more and contribute more than the minimum requirement! Please keep the following rules in mind when participating in class discussions:

   - Regular and meaningful discussion postings constitute a substantial portion of your grade.
   - Participation alone is not enough; a thoughtful and meaningful approach in your posts is required.
   - Be respectful to others. Please remember that the cultural of mutual respect that is part of this course extends into the virtual classroom environment.
   - Maintain a positive tone in the discussion forum.
   - Explore disagreements and support assertions with data and evidence.

2. **Quizzes**

   A total of seven (7) quizzes will be given to assess your understanding of the key concepts as
well as theories presented in the textbook and to examine your ability to apply those concepts and theories to analyzing and solving business problems. The quizzes are spread across the seven-week long semester, with each week having one quiz. Each quiz has 15 multiple-choice questions and the questions are drawn from course materials covered in that week. The quiz is made available from the first day of each week, i.e., Wednesday, to the last day of that week, i.e., Tuesday.

Do not miss a quiz! Missed quizzes cannot be retaken unless arrangements are made ahead of time. In order to be eligible for a make-up quiz, you must notify me before the scheduled start time of the quiz and be prepared to fully document your absence. The request needs to be sent to me via email. You will need my approval for the absence. Therefore, please make sure you contact me first. Any questions regarding your quiz score must be discussed with me within one week after the exam grade is posted on Blackboard.

3. Assignments
Assignments are individual work and involve analyzing the assigned mini-cases, responding to the case questions, and providing your recommendations. A word document template is created for you to type your answers. (Please refer to assignment instructions for more details.)

You must submit all your homework assignments on their scheduled due dates via Blackboard. No late submissions will be accepted. Copying/plagiarizing homework is NOT allowed. All homework submitted will be checked for plagiarism using the SafeAssign tool on Blackboard. SafeAssign generates an originality report that shows the percentage match between your work and others. You have unlimited opportunities to submit your assignments. If the percentage match as shown in SafeAssign’s originality is higher than 30% upon your first submission, then please carefully review the originality report, find out where the matches are, revise accordingly, and resubmit your revised work. Please properly cite the works that you use, including the textbook, and include them in the references. Be sure that there is no direct word by word copying and pasting. Any student who is judged to have violated academic integrity will receive an F for this course and further be subjected to penalties discussed in the University's policy on Academic Integrity.

Grading Policies
Your final grade for this class will be based on the following point distribution:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Discussion (7@15pts)</td>
<td>105</td>
</tr>
<tr>
<td>Quizzes (7@30pts)</td>
<td>210</td>
</tr>
<tr>
<td>Case study assignments (10@30pts)</td>
<td>300</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>615</strong></td>
</tr>
</tbody>
</table>

Grades will not be curved.
- 554-615 = A
- 492-553 = B
- 431-491 = C
Below is an estimated timeframe within which your grade for each of the above grading elements will be made available:

- Discussion grade: the following Friday
- Quiz grade: available right after your submission
- Assignment grade: one week after your submission

Mandatory Course Evaluation Period
Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account (http://my.utrgv.edu); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades.

Online evaluations will be available:

<table>
<thead>
<tr>
<th>Module</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2018 Module 1</td>
<td>February 14 – February 20</td>
</tr>
<tr>
<td>Spring 2018 Module 2</td>
<td>April 11 – April 17</td>
</tr>
<tr>
<td>Spring 2018 (full semester)</td>
<td>April 11 – May 2</td>
</tr>
</tbody>
</table>

Technical Resources
This course is a fully online course and will consist of readings from the textbook, viewing of slides, course discussion, assignments, quizzes, and a team project. All course content will be delivered through Blackboard Learn. You must make sure that you have access to the Internet and Blackboard Learn. If you need assistance, please contact the Center for Online Learning, Teaching & Technology at 956-665-5327.

Scholastic Integrity
As members of a community dedicated to Honesty, Integrity and Respect, students are reminded that those who engage in scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and expulsion from the University. Scholastic dishonesty includes but is not limited to: cheating, plagiarism (including self-plagiarism), and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts. Since scholastic dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced (Board of Regents Rules and Regulations and UTRGV Academic Integrity Guidelines).

All scholastic dishonesty incidents will be reported to the Dean of Students.

Email Communications
E-mail will be an integral part of this course. Make sure you:

- Include the course name in the subject line: MARK 6370-(type your subject here), e.g., MARK 6370-Meeting on Tuesday.
- Start the body text of your email with Professor’s name, e.g., Hi Professor Sheng.
• Write complete sentences. Please do not use “u” to replace “you” or “ur” to replace “your” in your email.
• Use a proper closing and sign your email messages.
• Be polite.
• Make every effort to be clear. Online communication lacks the nonverbal cues that fill in much of the meaning in face-to-face communication.
• Do not use all caps. This makes the message very hard to read and is considered "shouting." Check spelling, grammar, and punctuation (you may want to compose in a word processor, then cut and paste the message into the discussion or email).
• Break up large blocks of text into paragraphs and use a space between paragraphs.
• Never assume that your email can be read by no one except yourself; others may be able to read or access your mail. Never send or keep anything that you would not mind seeing on the evening news.
• Check your email several times per week (more often is better).
• Be patient. Don’t expect an immediate response when you send a message.
• Generally, 24 hours is considered reasonable amount of time to receive a reply.

Sexual Harassment, Discrimination, and Violence
In accordance with UT System regulations, your instructor is a “Responsible Employee” for reporting purposes under Title IX regulations and so must report any instance, occurring during a student’s time in college, of sexual assault, stalking, dating violence, domestic violence, or sexual harassment about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct and discrimination.

Students with Disabilities
Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive academic accommodations should contact Student Accessibility Services (SAS) as soon as possible to schedule an appointment to initiate services. Accommodations can be arranged through SAS at any time, but are not retroactive. Students who suffer a broken bone, severe injury or undergo surgery during the semester are eligible for temporary services. Brownsville Campus: Student Accessibility Services is located in Cortez Hall Room 129 and can be contacted by phone at (956) 882-7374 (Voice) or via email at ability@utrgv.edu. Edinburg Campus: Student Accessibility Services is located in 108 University Center and can be contacted by phone at (956) 665-7005 (Voice), (956) 665-3840 (Fax), or via email at ability@utrgv.edu.

Student Services
Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Students Services Center (U Central) for additional information. U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email
Students seeking academic help in their studies can use university resources in addition to an instructor’s office hours. University Resources include the Learning Center, Writing Center, Advising Center and Career Center. The centers provide services such as tutoring, writing help, critical thinking, study skills, degree planning, and student employment. Locations are:

- **Learning center:** BSTUN 2.10 (Brownsville) or ELCTR 100 (Edinburg)
- **Writing center:** BLIBR 3.206 (Brownsville) or ESTAC 3.119 (Edinburg)
- **Advising center:** BMAIN 1.400 (Brownsville) or ESWKH 101 (Edinburg)
- **Career center:** BCRTZ 129 (Brownsville) or ESSBL 2.101 (Edinburg)

**Modification of the Syllabus**

The instructor or instructor and students together may make modifications in the tentative schedule during the semester if such alteration furthers the progress of learning. Any changed due to date will be publicly announced in class. The announcement will be sent to all students on Blackboard.

**Tentative Course Schedule**

(Note: This schedule may be revised and adjusted to better meet the learning needs of students.)

<table>
<thead>
<tr>
<th>Week #</th>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
</tr>
</thead>
</table>
| Wk1    | 2/28-3/6   | 1. Ch1 The Role of Social Media Marketing
          2. Ch2 Goals and Strategies
          3. 1 article and 1 video about social media marketing
          4. Discussion and case analysis
          5. Wk1 quiz (Ch1 and 2)                           | 1-2     |
| Wk2    | 3/7-3/13   | 1. Ch3 Identifying Target Audiences
          2. Ch4 Rules of Engagement for Social Media
          3. 1 article and 1 video about social media marketing
          4. Discussion and case analysis
          5. Wk2 quiz (Ch3 and 4)                           | 3-4     |
| Wk3    | 3/14-3/20  | 1. Ch5 Social Media Platforms and SNS
          2. Ch6 Microblogging
          3. 1 article and 1 video about social media marketing
          4. Discussion and case analysis
          5. Wk3 quiz (Ch5 and 6)                           | 5-6     |
| Wk4    | 3/21-3/27  | 1. Ch7 Content Creation and Sharing
          2. Ch8 Video Marketing
          3. 1 article and 1 video about social media marketing
          4. Discussion and case analysis
          5. Wk4 quiz (Ch7 and 8)                           | 7-8     |
| Wk5    | 3/28-4/3   | 1. Ch9 Marketing on Photo Sharing Sites
          2. Ch10 Discussion, News, Social Bookmarking, and Q&A Sites
          3. 1 article and 1 video about social media marketing
          4. Discussion and case analysis
          5. Wk5 quiz (Ch9 and 10)                           | 9-10    |
| Wk6  | 4/4-4/10 | 1. Ch11 Content Marketing  
2. Ch12 Mobile Marketing on Social Networks  
3. 1 article and 1 video about social media marketing  
4. Discussion and case analysis  
5. Wk6 quiz (Ch11 and 12) | 11-12 |
| Wk7  | 4/11-4/17 | 1. Ch13 Social Media Monitoring  
2. Ch14 Tools for Managing the Social Media Marketing Effort  
3. Ch15 Social Media Marketing Plan  
4. 2 videos about social media marketing  
5. Discussion  
6. Wk7 quiz (Ch13-15) | 13-15 |