

Sul Ross State University – Rio Grande College
MKTG 4310 – Special Topics in Marketing – Social Media Marketing
Web Course

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Textbook: Social Media Marketing (2015) – 2nd Edition
Authors: Tracy L. Tuten & Michael R. Solomon
Publisher: SAGE Publications
ISBN: 978-1-4739-1301-1

Course Overview

This class in social media marketing explores the growing popularity of using digital technologies to reach consumers. The emphasis of the class is on furthering your working knowledge on the four zones of social media (community, publishing, entertainment and commerce). We explore how social media can be employed to build brands, conduct business, support causes, rally the masses, forge and maintain relationships.

Student Learning Objectives (SLOs)

After successfully completing this course, students will be able to:

1. discuss the evolution of social media marketing and its impact on businesses;
2. describe the major social media portals that can be used to promote a company, brand, product, service or person;
3. describe the social media marketing landscape and its impact on traditional marketing strategy;
4. explain the strengths and weaknesses of popular forms of social media including the limitations from a marketing perspective;
5. apply relevant consumer behavior and advertising theories to understand the popularity and use of these new technologies;
6. learn how to use social media tools for both personal and business branding;

Evaluation Policy

- Exam 1: July 18th (see class schedule) 50% of total grade
 - Exam 2: August 8th (see class schedule) 50% of total grade
- Total = 100%

Grading Scale

A = 90-100	
B = 80-89	D = 60-69
C = 70-79	F = below 60

Exams

Questions for the two exams will come from the assigned material in the textbook, PPTs and videos.

Blackboard

The PPT presentations will be posted in the “Power Points” link.

E-mail:

Our main form of communication is via E-mail so please make sure that your Sul Ross email is operational and check it frequently to be aware of any new assignments or other important information concerning this course.

Please do not hesitate to email or come to my office if you have questions related to the course. It is essential that you keep up with the material on a weekly basis. My office hours are flexible and if you make an appointment to see me I will make sure to be there.

American with Disabilities Act (ADA)

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the American with Disabilities Act of 1973. It is the student’s responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Kathy Biddick at 830-279-3003. kbiddick@sulross.edu

Distance Education Statement: Students enrolled in distance education courses have equal access to the university’s academic support services, such as Smartthinng, library resources (online databases for example), and instructional technology support. For more information about accessing these resources, visit the SRSU website. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website

Course Outline: Marketing 4310: Current Topics in Marketing – Social Media Marketing
Web Course

Week of:

July

7th:

Chapter 1: The Horizontal Revolution
Chapter 2: Social Media Marketing Strategy

11th

Chapter 3: Social Consumers
Chapter 4: Network Structure and Group Influence in Social Media

**July 18
Monday**

Exam One: Chapters 1-4, will be available in the “Test, Quiz Exam” link from 7:00 a.m. to 10:00 p.m. After 10:00 p.m. the link will no longer be operational.

19th

Chapter 5: Social Community
Chapter 6: Social Publishing

25th

Chapter 7: Social Entertainment
Chapter 8: Social Commerce

August

1st

Chapter 9: Social Media for Consumer Insight

**August 8
Monday**

Final Exam: Chapters 5-9, will be available in the “Test, Quiz, Exam” link from 7:00 a.m. to 10:00 p.m. After 10:00 p.m. the link will no longer be operational.