

**Social Media Strategies**  
**MKTG 5543 – Graduate Class**  
**Online Learning Class, Fall 2017**

**Instructor:** Kinda Wilson  
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**Contacting Me**

Email is generally the best way to contact me. When sending email, please be sure and type "MKTG 5543 Social Media" as the subject heading or it is possible that I will mistake your email for spam and delete it.

**Instructor Response**

I will work to respond to email within 24 hours during the weekday, and within 48 hours during the weekend. Also, we will have live online Q&A sessions in which you can talk with me directly.

Students can expect grades for assignments to be posted to the Gradebook in Brightspace within one week of turning in the assignment. Any feedback on assignments – or requirements to redo an assignment – will be listed as assignment feedback in the Brightspace system.

**Course Description**

This class will focus on ways to build brand awareness and customer loyalty on social media and on a budget. We will cover the basics of the main social media platforms as well as the newest social media trends.

**Course Site and Online Learning Information**

**Course Site:** (Brightspace by D2L): <http://online.okstate.edu> or <http://my.okstate.edu> (choose Online Classroom after logging in)

**Online Learning Support:** [spearsonline@okstate.edu](mailto:spearsonline@okstate.edu)

Phone: 405-744-4048

Facebook: Follow Spears School Online Learning on Facebook! <https://www.facebook.com/SpearsOnline/>

**Learning Goals and Objectives**

At the end of class, students should have gained both a theoretical knowledge of social media and a skill set of tactics with which to market a company, person, or organization on social media.

*At class end, students should be able to:*

- ✓ Discuss the current social media climate and trends
- ✓ Describe the demographic and other key differences among users of different social media platforms
- ✓ Develop an overall social media strategy and content calendar for a company
- ✓ Work with a team to create a cohesive brand image online

*Students should also have learned the following tactical skills and have demonstrated them by class end through their project:*

- ✓ Posting strategically on Facebook, Instagram, Pinterest, and Twitter
- ✓ Using the tools Canva and Zoom to create branded images and videos for social media
- ✓ Scheduling through tools such as Buffer to help maintain consistent social media content
- ✓ Improving remote-location team communication through tools such as Zoom
- ✓ Executing a social media campaign with a team

**Computer Requirements**

- A broadband internet connection
- Windows 7 or Mac OS Mavericks or newer operating system are preferred
- Google Chrome or Mozilla Firefox web browser
- Note: lecture videos are not compatible with Internet Explorer or Edge · VLC Viewer video player (click on link to download)

## **Attendance Policy**

This class is a short course and moves at a fast pace. Student participation is necessary for groups—and the class—to run smoothly. Students who have not participated in at least one assignment in Brightspace (D2L) in the first week of the course will be reported as not having attended class. (This includes any required team sign up.) The instructor will then recommend the student to drop the course. If a student does not participate in the course for any two successive weeks, barring extenuating circumstances, the instructor will recommend the student to drop the course.

## **Evaluation and Grading**

### **Individual Points**

Weekly Individual Assignments	60
Individual Quizzes	30
One Zoom Session with Instructor (and screenshot turned in)	10
Scores from Peer Evaluations	30

### **Team Points**

Weekly Team Assignments	100
One Team Challenge	10
Team Final Project – Social Media Weeks	40
Team Final Paper and Presentation	20

### **Graduate Student Assignment**

Research, create, and distribute two content posts for website, optimizing for company SEO and social media sharing.	40
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**TOTAL: 340**

Grading:	A	306-340
	B	272-305
	C	238-271
	D	204-237
	F	0 – 203

## **Peer Evaluations**

Peer evaluations will be given throughout the semester, with each student having the ability to earn up to 30 points in total. For each evaluation, each student will be graded by his or her peers on a scale from 0 – “missing in action” to 10 “goes above and beyond to work with excellence and to also help his or her team members”.

## **Quizzes**

Quizzes may consist of multiple choice, short answer, essay, and fill in the blank questions. They will cover material up to the day of the quiz. You have until Saturday at midnight to take a weekly quiz.

## **How this class works**

There will be both individual and group work in this class, with each person completing individual tasks and assignments and then getting together with his or her group to work in a team format.

Each week’s module will go live before Monday morning (if not before), and you will have until Saturday at midnight to watch that week’s videos and complete any tasks, quizzes, or assignments.

## **Submitting Assignments**

Individual Assignments - For each assignment, there will be a Brightspace dropbox to upload screenshots of that week's tasks. Upload a screenshot (JPG or PNG) to your specific dropbox before the due date.

Group Assignments – Upload a screenshot of the required task to the assignment group dropbox before the due date.

NOTE:

- There will be weekly updates to keep everyone informed and things going smoothly.
- If you have a question – please ask. My Graduate Teaching Assistant and I work really hard on this class and want you to excel. We're here to help in any way that we can.

## **University Policy**

### **Drop Policy**

Information about university drop policy and dates is at this website: <http://registrar.okstate.edu/>  
To drop this course, contact the Registrar's office, (405) 744-6876, or drop through Banner Self Service, <http://my.okstate.edu>

### **Academic Integrity**

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, <http://academicintegrity.okstate.edu/>.

### **Accessibility**

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: <http://sds.okstate.edu>.

*Can't wait to see what will happen in the social media world this semester – welcome to class!*

# Social Media Strategies

## *Tentative Schedule*

<b>Entire Semester Assignments (Can be turned in at any time)</b>	✓ <b>INDIVIDUAL:</b> Attend one Zoom session. Upload screenshot to dropbox.	✓ <b>TEAM:</b> Complete one weekly team challenge. Upload screenshot to dropbox.
<b>Topics</b>	<b>Individual Work, Due Date</b>	
<b>Week 1, Aug 21 – 26</b>	<b>Sat, Aug 26 at midnight</b>	
<ul style="list-style-type: none"> <li>▪ Syllabus</li> <li>▪ Social media marketing overview and statistics</li> <li>▪ Tips for class</li> <li>▪ Group signup begins!</li> </ul>	<ul style="list-style-type: none"> <li>✓ Quiz 1</li> <li>✓ Fill out social media survey</li> <li>✓ Sign up for a group</li> </ul> <p><i>Thursday at 7pm – Live Q&amp;A with instructor – (Optional)</i></p>	
<b>Topics</b>	<b>Due Dates for All: Each Saturday at Midnight</b>	
<b>Week 2, Aug 28 – Sept 2</b>	<b>Individual Work</b>	<b>Group Work</b>
<ul style="list-style-type: none"> <li>▪ Team log-in information</li> <li>▪ Choosing a Platform</li> <li>▪ Branding</li> </ul>	<ul style="list-style-type: none"> <li>✓ Quiz 2</li> </ul>	<ul style="list-style-type: none"> <li>✓ Group Agreement</li> <li>✓ Branding and Target audience strategy</li> </ul>
<b>Week 3, Sept 4 – 9</b>	<b>Individual Work</b>	<b>Group Work</b>
<ul style="list-style-type: none"> <li>▪ Twitter 101</li> <li>▪ Hashtags</li> <li>▪ Zoom video</li> <li>▪ Finding your audience</li> </ul>	<ul style="list-style-type: none"> <li>✓ Twitter Post Assignment</li> <li>✓ Quiz 3</li> </ul>	<ul style="list-style-type: none"> <li>✓ Zoom video post on twitter</li> <li>✓ Buyer Persona Assignment</li> </ul>
<b>Week 4, Sept 11 – 16</b>	<b>Individual Work</b>	<b>Group Work</b>
<ul style="list-style-type: none"> <li>▪ Instagram 101</li> <li>▪ Canva 101</li> <li>▪ Image rules and resources</li> </ul>	<ul style="list-style-type: none"> <li>✓ Instagram Post Assignment</li> <li>✓ Canva image</li> </ul>	<ul style="list-style-type: none"> <li>✓ Color Palette Assignment</li> <li>✓ Branded headers</li> </ul>
<b>Week 5, Sept 18 – 23</b>	<b>Individual Work</b>	<b>Group Work</b>
<ul style="list-style-type: none"> <li>▪ Facebook intro/info</li> <li>▪ Facebook groups</li> <li>▪ Website information</li> </ul>	<ul style="list-style-type: none"> <li>✓ Facebook post</li> </ul>	<ul style="list-style-type: none"> <li>✓ Website creation / update</li> </ul>
<b>Week 6, Sept 25 – 30</b>	<b>Individual Work</b>	<b>Group Work</b>
<ul style="list-style-type: none"> <li>▪ Pinterest 101</li> <li>▪ Organizing Content Calendars</li> <li>▪ GRADUATE MATERIAL – DEVELOPING WEBSITE CONTENT</li> </ul>	<ul style="list-style-type: none"> <li>✓ Pinterest post assignment</li> <li>✓ GRADUATE ASSIGNMENT: Upload blog #1 to Brightspace</li> </ul>	<ul style="list-style-type: none"> <li>✓ Social Media Calendar</li> <li>✓ GRADUATE: Also plan when to distribute your individual blogs on your website over the next two weeks.</li> </ul>
<b>Week 7, Oct 2 – 7</b>	<b>Individual Work</b>	<b>Group Work</b>
<ul style="list-style-type: none"> <li>▪ Scheduling – Buffer 101</li> <li>▪ Analytics</li> <li>▪ Videos and live videos</li> </ul>	<ul style="list-style-type: none"> <li>✓ Buffer scheduling</li> <li>✓ Live Video</li> </ul>	<ul style="list-style-type: none"> <li>✓ Analyze and re-strategize</li> </ul>

<b>Week 8, Oct 9 – 14</b>	<b>Individual Work</b>	<b>Group Work</b>
<ul style="list-style-type: none"> <li>▪ LinkedIn</li> <li>▪ Advanced tips</li> <li>▪ Getting to know your audience</li> <li>▪ Youtube</li> </ul>	✓ LinkedIn Assignment	✓ Buyer persona sleuthing
<b>Week 9, Oct 16 – 21</b>	<b>Individual Work</b>	<b>Group Work</b>
<ul style="list-style-type: none"> <li>▪ Creatively portraying your message</li> <li>▪ Facebook ads</li> <li>▪ Online contests</li> </ul>	✓ Facebook ad strategy	<ul style="list-style-type: none"> <li>✓ Creative posts</li> <li>✓ Analysis and strategy</li> <li>✓ Team social media week strategy sheet</li> </ul>
<b>Week 10</b>		
Social Media Week (project task sheet will be distributed) GRADUATE: Also distribute blog #2		
<b>Week 11</b>		
Social Media Campaign Week 2 (project task sheet will be distributed) GRADUATE: Also distribute blog #2		
<b>Week 12</b>		
Group Presentations (dates and times will be announced) Turn in Project paper		