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Department Homepage: https://daytonastate.edu/business/index.html

Course Description: An in-depth review of the impact that social media has had on marketing. The focus will be on developing an effective marketing plan using social media.

Minimum Technical Requirements
Students enrolled in this course must be able to:
▪ Use all required features of Falcon Online such as discussion boards and the Dropbox
▪ Send and receive attachments by e-mail
▪ Create and submit files using Microsoft Word processing or Excel spreadsheet programs
▪ Create, edit, and present using programs such as PowerPoint

Student Learning Outcomes: Upon completion of this course, the student will be able to
1. Analyze how social media has impacted marketing activities.
2. Identify various social media platforms and their strategic benefits.
3. Describe how companies use social media to engage consumers and create brand awareness.
4. Evaluate a social media marketing plan.

Class Format: Online Instruction
The course is delivered fully online. This includes all assignments, course content and exams. You access the online part of the course by going to http://online.daytonastate.edu and then clicking on Getting Started (printed in red) which gives directions on how to log on to the system. User name is your first initial, followed by your last name and then the last three digits of your student ID number (no caps and no spaces) the password is the date of birth MMDDYY (six digits) If you cannot log into the course please call 506-3950 option 1.

Link to Falcon Online: http://www.daytonastate.edu/falcononline

Required Textbook(s) and/or Materials
ISBN: 9781305502758
Title: Social Media Marketing: A Strategic Approach, 2nd Edition
Author: Barker, Bormann and Neher
Publisher: Cengage Learning
Equipment and Supplies:
You will need a reliable internet connection. DSC computers may be used if necessary. If you have computer problems, please go to your nearest Daytona State campus and use our computer labs which are open day, evenings, and in Daytona on weekends also. Recommended: Jump drive to store files and flash drive or access to an internet storing site (OneDrive, Google Docs, Dropbox, etc...). A headset to listen to online audio/video will be helpful especially on campus computers.

Classroom Policies

Disclaimer: Teaching policies and regulations for this course are not open for discussion or negotiation. This syllabus has been constructed to be as complete as possible but is by no means a binding document. I reserve the right to alter policies, procedures, and the syllabus as needed. Please utilize the Course Content regularly as any changes to the syllabus will be posted there.

Protocols: A business professional behaves their way to success. Think of your online course time as a business meeting. When you attend a business meeting, you are expected to be on time, up to speed on the agenda, and ready to participate. While online you will be expected to participate in the free exchange of ideas and to maintain a climate of civility and mutual respect for the values, beliefs, ideas, and opinions of others. You will be expected to demonstrate conduct appropriate to a business professional during online class, team / study meetings, and any outside class activities.

Notes:
1. It is the student’s responsibility to read, understand, and comply with the requirements outlined in this syllabus.
2. Teaching policies and regulations for this course are not open for discussion or negotiation. This syllabus has been constructed to be as complete as possible but is by no means a binding document. I reserve the right to alter policies, procedures, and the syllabus as needed. Please utilize the website regularly as any changes to the syllabus will be posted there.
3. It is the student’s responsibility to formally drop a course or withdraw from the college. The last day to withdraw is in the current college catalog. However, please talk with me before you drop out of this course.
4. Open and Close: Assignments and exams will have starting (open) and ending (end) dates. You must complete the task before the close date. Please allow for unforeseen technical difficulties when scheduling your online tasks.
5. NO electronic devices to record exams are permitted during exams. Detection of electronic recording devices during exams will result in a zero grade for the exam.
6. Please see the instructor if you would like permission to record the class or its content.
7. Assignments that are recycled from another class or plagiarized will receive zero points.
8. Students are required to write a statement to attest to the originality of their work at the bottom of their written work. Work with an Originality report rate higher than 70% may NOT earn more than 50 points. It is up to the instructor whether papers may be re-submitted.
9. Failure to conduct yourself in a professional manner as stated in the protocols may result in a zero grade for the assignment or course and possible expulsion.

How to proceed through the course:
Start by reading the selected chapters as assigned in the class schedule. There are multiple chapters covered and for each chapter you will be required to read the materials, use the online content to reinforce concepts, take a practice quiz, stay involved with the on-going discussion on the discussion
boards and take multi-chapter exams. If there are writing assignments use Word and the APA style for in-text citations and reference page is preferred (MLA may be used). If you need help with writing or organizing any writing assignments, using APA style, please go to the DSC College Writing Center. Go to the Library for assistance in researching information for assignments.

1. **Tip for Success - Come to your online class!!**
2. If you have questions or concerns, please contact or see me. I want to help you make this course useful, even interesting!
3. One important idea: students who do well in the online part of courses enjoy working online and interacting with others frequently and they do work AHEAD of schedule. Turn in all work early—at least 3 days before the “last day” listed in the schedule to allow for technical or life event difficulties.
4. READ your textbook. Class sessions and material located in online content are NOT substitutes for you reading your textbook whether it is digital or hard copy!!!!
5. **Discussion TIP:** Please end each post with your first name and use the first name of the person to which you respond to start the reply.
6. **Discussion TIP:** You will note three >>> symbols at the top of the discussion reply box. Place your I-beam (cursor) in front of the >>> and press enter two or three times. That will create a window for your response.

Students should plan at least three hours of study time per week for each credit hour of class time. Nine (9) hours for the typical 3 credit course.

**Online component:**
You will find tabs to access key areas of the course. These include the Content, Quiz, Discussion, Dropbox, Grades, Quiz, Links, etc. Please logon to Falcon Online and take the student orientation to learn how to use the online component of our class.

Under the **Content Tab** you will find the following learning tools
- Stored Syllabus — save to your hard drive. Study it carefully.
- Class work schedule – follow this carefully
- Student Guides and samples etc.
- Study tools like PowerPoint presentations, links to outside sources etc.

Click on the **Discussion Tab** to complete your non-graded and graded discussions as well as to access embedded course support. Post your questions of a non-persoanl nature to your Instructor there.

Under the **Quiz Tab** you will be able to access your **graded exams** (and practice quizzes if available.)

The **Grades Tab** is where you will check on your progress.

**Handling of assignments:**
All assignments must be submitted electronically in either the course Dropbox, Discussion board or publisher website when applicable.

**Communication:**
Bring concerns & questions to appropriate class discussion boards or to the instructor during office hours and to any live in-person session. Discussion posts receive the highest priority in response. Emails
determined to be of high importance by the instructor will receive first priority in response. Emails of a routine nature like those best addressed in class will be responded to in a timely fashion. Please keep in mind the instructor’s physical office hours when leaving phone messages. Computer graded assignments will post immediately. Contact your Instructor if you need grading done by a particular timeframe. Posted grades are dependent on length of assignment, size of class, and time of semester etc. Late assignments may not be graded until the end of the semester.

Microsoft Office 365, with 1TB of OneDrive storage, is available to enrolled Daytona State College students. Students are provided a college email address that serves as the student’s official source for college communication. In addition to email, Office 365 provides students with shared calendars, the ability to create and edit documents online, team sites, and other collaboration tools. Whether you work on a PC, Mac, tablet or phone, you will have a consistent experience across all of your devices. The service includes online versions of Word, PowerPoint, Excel, OneNote, and OneNote Class Notebook. For more information about Office 365, visit the Student Self-Service Help page at http://daytonastate.edu/help/ and click on Office 365 Find Out More.

**Attendance and Lateness Policy:**
In either an online or traditional class your attendance is expected. During face to face lectures, if applicable, I will reinforce information, which I intend to cover on your exams. Also, be aware that the schedule is tentative and may shift to allow for changes in emphasis of certain materials. Material may be covered in lecture that is not available in the text and it will be imperative you attend class both online and in person where applicable.

The instructor may elect to penalize absences (lack of participation in online classes) in class. If the penalty is implemented it will be reflected in your overall grade as:

- 1-2 absences 0 points
- 3 absences subtract one full letter grade
- 4 or more absences subtract two full letter grades

Students who stop attending this class will be withdrawn from the class and receive a final grade of W1 (Withdrawn). Attendance includes participating in online or face-to-face environments as required.

**Late Work/Make-up Work and Exams:**
Penalties: Late assignments may not earn higher than a B grade. The instructor reviews all late or makeup work on a case by case basis. Assignments may be turned in early however; grades may not post until the close of the assignment. Late assignments will be graded by the end of the semester. Participation assignments may not be made up, and cannot be late drop boxed. Exams missed during the open/ close range will be made available (see class schedule) for those with remaining attempts. The instructor reserves the right to penalize those tests by limiting the grade from A.
**Classroom Etiquette:** Please see the class protocol section above. Participation points can only be earned by participating! Successful students stay engaged in their classes, post frequently, read other students’ posts and follow the class work schedule. Students who do not log in to class regularly (2-3 times / week) generally do not score well.

**Grading/Evaluation/Assessment Methods:** The evaluation assessments (participation, assignments, exams etc.) for the course are tied to the course student learning outcomes and can be found in the actual assessments online.

**Grading Policy:** A point system will be used based on 1,000 points. Grades are based on overall points accumulated earned from any of the following sources: class participation/attendance, assignments, discussions, bonus opportunities, paper, publisher content and exams.

**YOUR GRADE for the course:** To check your progress in the course by accessing the Grades Tab online. No Grades for assignments will be posted to your grade-book until after the closing date of the assignment. Grading may take up to a week depending on the size of the assignment to be graded. Exams will post shortly after you complete them.

| 2 Discussions @ 100 points each | 200 |
| 4 Exams @ 150 points each | 600 |
| Marketing Project | 200 |
| **TOTAL Points Available** | **1000** |

**Grading Scale:**

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<tr>
<th>Number of Points Earned</th>
<th>Percent</th>
<th>Grade</th>
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<tr>
<td>900-1000</td>
<td>90% - 100%</td>
<td>A</td>
</tr>
<tr>
<td>850-899</td>
<td>87% - 89%</td>
<td>B+</td>
</tr>
<tr>
<td>800-849</td>
<td>80% - 86%</td>
<td>B</td>
</tr>
<tr>
<td>770-799</td>
<td>77% - 79%</td>
<td>C+</td>
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<tr>
<td>700-769</td>
<td>70% - 76%</td>
<td>C</td>
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<tr>
<td>650-699</td>
<td>67% - 69%</td>
<td>D+</td>
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<tr>
<td>600-649</td>
<td>60% - 66%</td>
<td>D</td>
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<tr>
<td>0 – 599</td>
<td>0% - 59%</td>
<td>F</td>
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**An incomplete grade** will NOT be given UNLESS the following criteria are met:
- A request in writing is submitted to the instructor prior to last three weeks of class,
- All assignments, term paper, and quizzes were completed at that point in time,
- The student has a grade C or higher at that point in time.
Exams:

EXAMS There will be four (4) scheduled exams. Two-attempts for exam one; one attempt for the rest lasting. Each one-hour exam will have 25 multiple / True False choice questions. Each exam is worth 150 points for a total of 600 points. Exams begin to open from the first week of the course and can be taken early but they do have recommended “close out dates.” You will need to take the exam on time in order to earn full credit. Scores may not be available until after the exam closing date. The timer starts the minute you open the test, save your selected answers as you work and submit them when you are finished. The answers are automatically submitted at the end of the hour so it is important that you finish before the time is up. Assess all student learning outcomes.

QUIZZES – There are practice quizzes will help you understand the material in each chapter and prepare you for the four exams. Quizzes are for practice only.

Social Media Marketing Project:

Students will prepare a Social Media Marketing Project worth 200 points. Specifications (Guidelines) on how to prepare and what to include in your project will be found online under the ‘content menu’.

Synopsis (Overview) of Project: Students will prepare a Social Media Marketing Project in PowerPoint (preferred) (or MS Word) using APA format that compares and contrasts the social media marketing project of two organizations in the same industry. The Students will provide an overview of the two organizations along with its goals and competitive strategy. Students will identify types of social media used, best practices, benchmarks, analytics for success, target markets, integrated marketing communications (IMC), and social media strategies for each organization. Students will identify through research which company is more successful in its social media marketing and why.

Students are required to write a statement to attest to the originality of to their work at the bottom of their work.

Cautionary NOTE: Projects with a Turnitin /Originality report rate higher than 70% may NOT earn more than 50 points. Projects with 90% or higher will earn NO points. It is up to the instructor whether projects may be re-submitted. Projects may not be re-cycled in part of whole from another class.

Late Projects may be placed in the late Dropbox. Project penalties will be determined on a case by case basis and late projects may or may not earn higher than a “B” (240 pts.) at the discretion of the instructor.
Discussion Forums

Find the discussions by clicking the discussion tab. There are both graded and non-graded discussion forums. See associated discussion board for associated student learning outcomes.

The Non-graded discussions include the self-introduction for attendance purposes. They may also include embedded support centers like the Library and Writing Center. In fully online class there are Question and Answer boards.

THE GRADED DISCUSSION FORUM contains two topics. Your participation in this forum is necessary for you to receive ANY points for Discussion Participation. There will be a beginning date and ending date for each topic. You can post as many comments to the GRADED DISCUSSION FORUM as you wish during the range of dates each forum is open. You are required to read the postings of the other students. Late submissions will not be awarded points. Post your responses as early as possible, monitor your posting, and respond to everyone who write to you about your topic.

Discussions MAY NOT be re-cycled from another class and will earn NO points.

General Pointers for Discussions: The quality of your discussion contribution is more important than the quantity of postings. However, one or two sentences written on a discussion topic is usually not sufficient to demonstrate active participation. It is suggested you try to avoid comments “straight from your text”. It is recommended that you use your text, other books, and comments from professionals in the field, and Internet research to supplement your posts. Make sure you read other learners’ posts before posting on a topic. Try to add some “value” to the comments already posted. DO NOT POST SOMETHING THAT HAS ALREADY BEEN POSTED BY ANOTHER LEARNER.

Discussion Grade Rubric (Grade criteria):

DISCUSSIONS AWARDED over 90 points:

- Provided information that is clearly related to the topics and added new concepts or ideas.
- Your post includes at least one or more supporting details which might be a library database article or web address of a site(s) related to the topic in your post. Web sites cited must contain active links and posts would include your summaries or quotes of the information from that source(s).
- You interact with students who post to your topic.
- In addition to your researched post to the topic, you must reply to continue the discussion. You are required to reply to at least three different classmates’ posts. EACH reply must be supported by one or more article(s).
- Your postings are presented clearly and demonstrate both professional vocabulary and writing style.
DISCUSSIONS AWARDED 80-89 points:

- Provided information clearly related to the topics.
- Your Post includes at least one or more supporting details which might be a library database article or web address of a site related to the topic in your post. Web sites cited must contain active links.
- You replied to every student who writes to you.
- In addition, you interacted with at least two other classmates by responding to their posts [with or without article support].
- Your posts are presented clearly and demonstrate both professional vocabulary and writing style.

DISCUSSIONS AWARDED 1-79 points:

- Provided information clearly related to the topics.
- Your post included at least one or more supporting details which might be a library database article or web address of a site related to the topic within your post. Web sites cited must contain active links.
- You may or may not have responded to classmates’ posts, or you have minimal to no interaction with them.
- In addition, you interacted with at least one other classmate by responding to their posts [with or without article support].
- Your post(s) are presented clearly and demonstrate both professional vocabulary and writing style.

NO POINTS will be awarded to postings not related to the topics, unclear postings, or postings simply agreeing or disagreeing with other students.
**Class Schedule:**

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<th>Week</th>
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<td>Self-Introduction due Friday 10/27</td>
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<td>Discussion 1 &amp; 2 Open</td>
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<td>Work on Discussion 1</td>
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<td>Begin research for Final project</td>
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<td>Take Exam 1 on CH 1,2,3</td>
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<td>Discussion 1 Due Friday 11/10</td>
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<td>Work on Final Project</td>
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<td>Take Exam 2 on CH 4,5,6</td>
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<td>Work on Final Project</td>
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<td>Work on Final Project</td>
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<td>Thanksgiving Break</td>
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<td>Take Exam 3 on CH 7,8,9</td>
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<td>Thanksgiving Break</td>
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<td>Work on Final Project (due soon)</td>
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<td>Final Project due 12/5</td>
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<td>Work on Discussion 2</td>
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<td>Discussion 2 closes Mon 12/12</td>
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<td>Take Exam 4 on CH 12,13,14</td>
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**Class Withdrawal Process:**
Students can withdraw from this class prior to the date listed in the Academic Calendar. It is not necessary to have approval from the instructor to withdraw from the course, but you should discuss the situation with the instructor prior to any action. Many times issues and concerns can be resolved with communication. Please review Refund/Repayment Policy in the current college catalog and also check with the Office of Financial Aid to determine how this withdrawal might affect your current and future aid eligibility. The steps for withdrawal from a class can be found on the Student Self-Service Help page at [http://daytonastate.edu/help/](http://daytonastate.edu/help/) under **Enroll/Register for Classes, Drop Classes**.

**Hurricane / Uncertainty Procedure:** Please obtain the contact information from at least 2 other students in your class at the first meeting. It will be your responsibility to stay in touch with me [or class designee(s)] during unforeseen events [e.g. hurricane; personal emergencies]. Please familiarize yourself with "Falcon mail" (the official college email) and make sure you check your class email regularly. If you have personal "issues" during the semester please contact your academic advisor ASAP for your alternatives [i.e. medical withdrawals etc.].
Attendance

Students who stop attending this class will be withdrawn from the class and receive a final grade of W1 (Withdrawn). Attendance includes participating in online or face-to-face environments as required.

Student Rights & Responsibilities

Students are responsible for reading and following all college policies outlined in the current Student Handbook. Some of the most important are summarized below. The Handbook can be accessed at http://www.daytonastate.edu/academics.html under “Student Resources.”

Academic Integrity

In order to preserve academic excellence and integrity, the College expects you to know, understand, and comply with the Academic Integrity Policy, which prohibits academic dishonesty in any form, including, but not limited to, cheating and plagiarism. The grades you earn must be based upon your own work and must accurately reflect your own knowledge and skills.

An instructor who finds that a student has violated Academic Integrity may apply an academic consequence ranging from a zero percent for the assignment, up to and including failure for the entire course. Violations may be reported to the academic department chair for review and/or referred to the student disciplinary process for appropriate disciplinary resolution. For more information about Academic Integrity and the appeal process see: https://www.daytonastate.edu/academicintegrity/

Honor Pledge: I, as a member of the DSC community, pledge that I will neither give nor receive unauthorized aid in my work nor will I present another’s work as my own, nor will I tolerate anyone who does. For more information on academic integrity, view the Honor Code.

Support Services

Students with Disabilities: The Student Disability Services (SDS) Office provides tools and resources to students with documented disabilities. Students who self-disclose a disability and provide the required documentation to the SDS Office can receive confidential and reasonable accommodations to assist in their academic success. If you need accommodations, please contact the SDS Office at (386) 506-3238. To call Florida Relay dial 7-1-1, or the appropriate toll-free number: 1-800-955-8771 (TTY), 1-800-955-8770 (Voice). You can also find more information at http://www.daytonastate.edu/sds

Veterans: If you are currently serving or have ever served in the U.S. Military, please feel free to visit the Veterans Center in the Lenholt Student Center (Bldg. 130, room 124) for any assistance or phone 386.506.3065. Please visit https://www.daytonastate.edu/admsvet/

Academic Support Center: The Academic Support Centers (ASC) assist students on every campus to achieve their potential by providing the resources they need to become successful, independent learners. For more information please go to http://www.daytonastate.edu/asc/ or email ASC@DaytonaState.edu.

Writing Center: For assistance with all stages of the writing process please visit the Writing Center (appointments recommended) www.daytonastate.edu/cwc
**Library and Research Services:** The Daytona State Library offers a variety of services and resources to support your academic success. Visit the library website at [http://library.daytonastate.edu/](http://library.daytonastate.edu/)

**Technical Support** is available for FalconMail, printing, web usage, Falcon Online, and more. Students may call 386-506-3950 or e-mail Helpdesk@daytonastate.edu. Information can be found on the Student Self-Service Help page at [http://daytonastate.edu/help/](http://daytonastate.edu/help/) under Tech Support.

For Falcon Online 24/7 support of course tools, view the Help/Resources on the Falcon Online navbar or call the Helpdesk at 386-506-3950, option 2. General Help information for Falcon Online can be found on the Student Self-Service Help page at [http://daytonastate.edu/help/](http://daytonastate.edu/help/) under Falcon Online Technical Help.

**Safety on Campus:** Check your FalconMail after you register for information on accessing and updating your free Daytona State College Rave Alert account. You can also visit [https://www.getrave.com/login/daytonastate](https://www.getrave.com/login/daytonastate)

**The Center for Men and Women:** The Center offers a range of additional support services for students in need. Go to [https://daytonastate.edu/centerforwomenandmen/index.html](https://daytonastate.edu/centerforwomenandmen/index.html) for more information.