

**UNIVERSITY OF MASSACHUSETTS DARTMOUTH**  
**Charlton College of Business**  
**Department of Management & Marketing**  
**Course Syllabus: Spring 2019**

**Course:** MKT 443-01/02 Social Media Marketing  
**Professor:** Dr. D. Steven White  
**Office:** Room #323, 3<sup>rd</sup> Floor, Charlton College of Business  
**Office Phone:** 508.999.8267  
**Office Hours:** Tuesday 1-2 pm, Wednesday 2-3 pm, Thursday 1-2 pm or by appointment  
**E-mail:** [swhite@umassd.edu](mailto:swhite@umassd.edu)  
**Twitter:** <http://www.twitter.com/dstevenwhite>

*Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice.*

**COURSE DESCRIPTION:**

The focus of this course is the impact of interactive communication technologies on the world of marketing and marketing communications. As part of the course, students develop practical strategies for inbound marketing and the skills needed to apply these strategies in profitable marketing campaigns. Inbound and social media communication strategies are emphasized in terms of both the collection and dissemination of information. Additionally, as part of the course requirements, each student earns Social Marketing Certification through HubSpot Academy as well as Salesforce badges related to social media marketing.

**REQUIRED READING**

**Book Title:** eMarketing: The Essential Guide to Marketing in a Digital World, 5<sup>th</sup> ed., (2013)  
**Author(s):** Rob Stokes  
**ISBN:** 978-0-620-56515-8  
**Publisher:** Quirk Education Pty (Ltd.)

The book is available for free via our MyCourses Website

**COURSE WEBSITE**

Through MyCourses on the UMass-Dartmouth Website, you have access to all course materials including the textbook.

**COURSE PLAN**

This course is straightforward. The course uses chapter power point presentations and exams to clarify the text and to apply the material to real-world situations. Students are expected to read the assignments, download and study the power point presentations, participate in class

discussions, take notes, earn HubSpot certification in Social Media, earn relevant badges in Salesforce, and to take all three exams. Keeping up with the deliverables is essential. Your active participation in class is expected.

*Please do not ask for permission to do additional work to raise your grades. Just focus on doing well on the exams and certification.*

## **COURSE EVALUATION/GRADING**

Exam 1	20.00%
Exam 2	20.00%
Exam 3	20.00%
Social Media Certification	10.00%
Salesforce Badges	<u>30.00%</u>
Total	100.00%

### *Exams:*

This course has three exams. Each exam covers about one third of the course. The questions on each exam are based on the text, lectures and chapter quizzes.

Everyone must take all scheduled exams.

*Exams consist of 50 multiple choice questions and are delivered on-line.*

### ***HubSpot Academy Social Media Certification:***

- All students are expected to earn social media certification from HubSpot Academy
- Register for free at <https://academy.hubspot.com/courses/social-media>
- Complete the eight modules (40 videos), download the study guide and take the certification exam. Total time commitment is about six hours
- You have three attempts to pass the exam
- Your grade on this assignment depends on your certification exam grade: to earn certification, you must pass the exam with a grade of 75 or higher.
- **Provide me, via email, with a screenshot of your grade** and your HubSpot Academy Social Media Certificate for verification
- When registering, if you don't have a personal website use **www.umassd.edu**

### **Salesforce Social Media Badges**

Each student in the course will complete the free Salesforce Trails and earn the associated badges. The grade for the assignment is all or nothing: 95 points. My recommendation is to register/login via your LinkedIn account. Total time commitment is about 21 hours. The URL to access the course is:

<https://trailhead.salesforce.com>

**The required Trails for this course:**

Learn Salesforce with Trailhead

Get to Know Marketing Cloud

Learn Marketing Best Practices

Grow Faster with CRM

Create and Send Targeted Emails with Email Studio

Get Social with Social Studio

Reach Your Audience with Rad Content

Understand Your Web Users with Google Analytics

**University Omnibus Policies**

Please visit this link to familiarize yourself with the University's policies regarding academic integrity, etc. and available student resources:

[https://www.umassd.edu/media/umassdartmouth/provost/omnibus\\_language\\_for\\_syllabi\\_-\\_jan\\_11\\_2019.pdf](https://www.umassd.edu/media/umassdartmouth/provost/omnibus_language_for_syllabi_-_jan_11_2019.pdf)

**Electronic Communication**

Periodic announcements are sent to students via their UMass Dartmouth email account. If contacting the professor by email, please use your @UMassD email account (and not the message/mail feature via our MyCourses page). If you send an email to the instructor between 9 am and 5 pm, Monday through Friday, you may expect a response within 24 hours. Emails sent/received after 5 pm and/or on weekends/holidays may expect a response within 48 hours.

**MKT 443-01/02 COURSE OUTLINE AND SCHEDULE**  
Spring 2019

<u>Date:</u>	<u>Topic:</u>	<u>Readings:</u>
22 January	Course Introduction	Syllabus,
24 January	Situating Digital in Marketing	Chpt. 1
29 January	Digital Marketing Strategy	Chpt. 2
31 January	Market Research	Chpt. 3
05 February	Content Marketing Strategy	Chpt. 4
07 February	User Experience Design	Chpt. 5
<b>12 February</b>	<b>Register for HubSpot. Register for Salesforce</b>	
14 February	Web Development Design	Chpt. 6
<b>19 February</b>	<b>Presidents' Day Makeup – Follow Monday Schedule</b>	
21 February	Writing for Digital	Chpt. 7
<b>26 February</b>	<b>Exam 1: Chapters 1 through 7</b>	
28 February	Customer Relationship Management	Chpt. 8
05 March	Search Engine Optimization	Chpt. 9
07 March	Search Advertising	Chpt. 10
<b>12 March</b>	<b>Spring Break – No Class Meeting</b>	
<b>14 March</b>	<b>Spring Break – No Class Meeting</b>	
19 March	Online Advertising	Chpt. 11
21 March	Affiliate Advertising	Chpt. 12
26 March	Video Marketing	Chpt. 13
<b>28 March</b>	<b>Exam 2: Chapters 8-13</b>	
02 April	Social Media Channels	Chpt. 14
04 April	Social Media Strategy	Chpt. 15
09 April	Email Marketing	Chpt. 16
11 April	Mobile Marketing	Chpt. 17
16 April	Data Analytics	Chpt. 18
18 April	Conversion Optimization	Chpt. 19
<b>23 April</b>	<b>Exam 3: Chapters 14-19</b>	
25 April	Course Summary and Student Evaluations	
30 April	<b>HubSpot Certification Due. Salesforce deadline.</b>	