



Instructor: Linden Dalecki, Associate Professor
Office: Kelce 201-C
Hours: 8:15am - 1:00pm Mondays (online)
9:30am -10:45am, 12:30pm - 1:45pm, 3:30pm – 6:15pm Tuesdays
Phone: (620) 235-6581
E-mail: ldalecki@pittstate.edu

Course Materials and Online Platforms (required):

The required Stukent bundle includes both the required course textbook, Essentials of Social Media Marketing* by Michelle Charello as well as access to the Mimic Social simulation platform)

**Bundle available for purchase via above Canvas course portal or at the campus Barnes & Noble.*



Access to Riipen Course-Client Platform:

This semester's Social Media Marketing course-clients will be determined early in the semester. Major course-client related milestones are **bolded below in this syllabus** and are listed on the Riipen.com platform. *There is no charge to students for access to the Riipen platform.*

Catalog Course Description:

(3 hours)

Focus on the use of social media to achieve marketing objectives. Emphasis on measurement and evaluation of social media tactics and strategies.

Prerequisite:

MKTG 330 Principles of Marketing.

Course Objectives / Learning Outcomes:

Students will explore the world of social media marketing via Mimic—Stukent's social media marketing simulation engine—as well as via course projects on behalf of real-world course clients with focused social meeting marketing goals. Students who successfully complete the course will learn to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers via a broad array of social media marketing techniques and strategies. Successful students will also come to understand social media marketing industry trends and opportunities.



Course Outline:

Week 1

Tuesday Jan. 17: Syllabus Review / Course Overview / Student Registration Process
Teams Assigned by Instructor
Intro to Riipen Platform and Course-Clients'
Social Media Marketing Projects

Week 2

Tuesday Jan. 24: Chapter 1 Online Quiz Due by 6pm
Riipen Onboarding Process via Zoom Tutorial
Presentations by—and Q&A with—Course Clients

Week 3

Tuesday Jan. 31: Chapter 2 Online Quiz Due by 6pm
Presentations by—and Q&A with—Course Clients

Week 4

Tuesday Feb. 7: Chapter 3 Online Quiz Due by 6pm
Mimic Social Media Marketing Simulation Round 1 Due by 6pm
Presentations by—and Q&A with—Course Clients

Week 5

Tuesday Feb. 14: Chapters 4 & 5 Online Quizzes Due by 6pm
Mimic Social Media Marketing Simulation Round 2 Due by 6pm
Teams Confirm Phase 1 Deliverables with Course Client
Teams Develop Follow-Up Course-Client Questions

Week 6

Tuesday Feb. 21: Chapters 6 & 7 Online Quizzes Due by 6pm
Mimic Social Media Marketing Simulation Round 3 Due by 6pm

Week 7

Tuesday Feb. 28: Chapters 8 & 9 Online Quizzes Due by 6pm
Mimic Social Media Marketing Simulation Round 4 Due by 6pm
Teams-to-Team Feedback re: Phase 1 Deliverables
(including planned research strategy and sources)



Week 8

Tuesday Mar. 7:

Chapter 10 Online Quiz Due by 6pm
Mimic Social Media Marketing Simulation Round 5 Due by 6pm
Phase 1 Deliverables Due to Instructor & Client Rep
Mid-Term Online (Chapters 1-9)
DUE TO THE ONLINE MID-TERM THERE IS NO FACE-TO-FACE CLASS MEETING ON THIS EVENING

Week 9

--Spring Break [Saturday, March 11, 2022 - Sunday, March 19, 2022]--

Week 10

Tuesday Mar. 21:

Chapter 11 Online Quiz Due by 6pm
Mimic Social Media Marketing Simulation Round 6 Due by 6pm
Phase 1 Client Feedback Due to Teams and Instructor

Week 11

Tuesday Mar. 28:

Chapter 12 Online Quiz Due by 6pm
Mimic Social Media Marketing Simulation Round 7 Due by 6pm

Week 12

Tuesday Apr. 4:

Chapter 13 Online Quiz Due by 6pm
Mimic Social Media Marketing Simulation Round 8 Due by 6pm
Teamwork on Phase 2 Client Deliverables

Week 13

Tuesday Apr. 11:

Chapter 14 Online Quiz Due by 6pm
Mimic Social Media Marketing Simulation Round 9 Due by 6pm
Teamwork on Phase 2 Client Deliverables

—MAKE-UP WEEK— (during Week 13, all students may petition the instructor to make-up up to 2 Chapters of textbook material by Week 15... *please see Make-Up Policy below for details*)

Week 14

Tuesday Apr. 18:

Chapter 15 Online Quiz Due by 6pm
Mimic Social Media Marketing Simulation Round 10 Due by 6pm
Phase 2 Draft Client Deliverables Presented in Class

Week 15

Tuesday Apr. 25:

Chapter 16 Online Quiz Due by 6pm



Mimic Social Media Marketing Simulation Round 11 Due by 6pm
Phase 2 Instructor Feedback to Teams

Week 16

Tuesday May 2:

Mimic Social Media Marketing Simulation Round 12 Due by 6pm
Teams Present Final Deliverables to Clients via Zoom
DUE TO ONLINE PRESENTATIONS THERE IS NO FACE-TO-FACE CLASS MEETING ON THIS EVENING

Week 17

Tuesday May 9:

— [FINAL WEEK]—

Final Exam: Online from 6:00pm – 7:50pm (110 minutes)

Teaching Methods:

This is a hybrid delivery course, with both face-to-face and online components, where preparation for class and class attendance are both important and required. In class and online you will participate in class discussion, submit individual quizzes, and collaborate on web-based team-assignments and course-client project work. You are expected to individually review textbook chapters and complete assigned chapter quizzes *at least a half-hour prior to the start of class* on Tuesdays.

Canvas:

This course will utilize the Canvas system for course grades, announcements, etc. The instructor will make every attempt to be timely with posting announcements and grades. Note that faculty members are NOT required to use Canvas [please note that up-to-date points earned—apart from participation and teams discussion points—can be found on Connect and please also note that though grades on Connect will eventually be integrated to Canvas, the process generally takes several weeks].

Attendance Policy:

You are expected to attend class regularly. Because you were aware of scheduled class periods prior to enrolling in class, it is expected that scheduling conflicts will be minimal. Note that participation points will be accumulated based on the professor's perception of classroom contributions and behavior. It is assumed at the beginning of the semester that you will earn all of these points, however, deductions may occur throughout the semester based on lack of participation, poor attendance, or the classroom conduct policy as described below. Note further that unexcused



absences will result in a deduction of 20% in participation points for every unexcused absence beyond 1 absence. NOTE: In the event of campus closure(s) due to inclement weather, any course updates will be posted via Canvas messaging and/or announcements.

Make-Up Policy:

As a student preparing for a professional career, you are expected to meet all deadlines as detailed in the course syllabus. Because you were made aware of course deadlines during the first week of class, it is expected that missed deadlines will be minimal. As a courtesy, during Week 13 of the semester the instructor will allow all students to petition to make-up up to 2 Chapters (maximum) worth of missed material (by Week 15). *Apart from extreme circumstances, no make-up accommodations beyond the 2 Chapter maximum will be allowed.* **PLEASE NOTE:** No other make-up opportunities / deadline extensions are available in this course apart from the opportunity to extend deadlines on up to 2 Chapters of textbook quizzes.

Classroom Conduct:

This course has a “respect and courtesy” policy designed to maximize the potential for learning within the classroom with minimal disruptions. This policy is similar to other policies found in the Kelce College of Business. This policy is enforced so that the learning experience may be as efficient and effective as possible.

*****The overriding assumption is that the student has enrolled in the course, has paid the fees for the course, and wants to learn. *****

Rules of common courtesy will apply in this class. The minimum courtesy requirement is that students refrain from disturbing the learning experience by disrupting other students or the professor.

The Following Will Be Considered Violations of Classroom Conduct:

1. Tardiness
2. Sleeping in class
3. Talking during lectures
4. Excessively walking out during lectures
5. Disturbing fellow students in any other inappropriate way (e.g., passing personal notes, making distracting noises, having a cell phone ring)
6. Reading newspapers in class
7. Utilizing any electronic device in class without prior permission
8. Excessively disrupting the professor, or the class, during lectures
9. Any disruption of class, quizzes, or exams as determined by the professor
10. Texting / cell phone use during class



*At the discretion of the professor, courtesy disruptions—listed above and otherwise determined by the professor—will result in a deduction in class “participation” points, dismissal from the class meeting, and/or official dismissal from the course.

**ELECTRONIC DEVICES (including cell phones) MAY NOT BE USED DURING CLASS without prior permission. The only exception will be for students who have filed for accommodations with the Director of Learning Disabilities, or if the instructor specifically states that such devices may be used. Laptops and tablets are only to be used for in-class assignments and quizzes.

**The sale of notes or tapes from this class is prohibited.

Academic Integrity

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college’s Student Code of Ethics as outlined below.

Students pledge to:

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another’s work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of



Business.

- If a student observes someone committing dishonesty in connection with academic work, the student is encouraged to report that dishonesty to the appropriate individual (ex, faculty member, or administrator).

Students with Disabilities:

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current syllabus supplement.

Course Evaluation Methods:

	(points)
Social Media Marketing Simulation Rounds (12):	240
Chapter Quizzes:	184
Participation:	150
Midterm Exam:	50
Preliminary Course-Client Questions	40
Q&A with Course Client	40
Phase 1 Deliverables Confirmed	40
Phase 1 Deliverables	80
Teams Present Final Deliverables to Client	120
Final Exam:	50

Grading Scale: 100%-90% = A, 89%-80% = B, 79%-70% = C, 69%-60% = D, 59%-0% = F

Syllabus Supplement:

For a copy of the most current Pitt State syllabus supplement, please link to;

<http://www.pittstate.edu/office/registrar/syllabus-supplement.dot>

Coronavirus (COVID-19) Index Supplement:

For an up-to-date index of Pitt State’s responses, policies and resources pertaining to COVID-19,



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

Course Syllabus:
Social Media Marketing
MKTG 460-93 (Hybrid)
Kelce 224, Tues. 6:30pm-7:45pm
Spring 2023

please link to:

<https://www.pittstate.edu/office/health-services/coronavirus/index.html>

TikTok Ban:

Per Governor Laura Kelly's Executive Order #22-10 issued December 28, 2022, any and all use of TikTok on any and all Kansas state-owned devices and/or networks—including but not limited to any and all PSU-owned devices and/or PSU networks—is strictly prohibited (though the ban applies to all students and all student teams, student teams with course-clients who have adopted or who may express an interest in adopting TikTok are especially cautioned). For details regarding Governor Kelly's ban see the links below:

<https://governor.kansas.gov/governor-kelly-bans-tiktok-from-state-owned-devices-prohibits-access-on-state-network/>

https://content.govdelivery.com/attachments/KSOG/2022/12/28/file_attachments/2365344/EO%2022-10%20TikTok%20Ban%20-%20Signed%20&%20Filed.pdf

Note:

The instructor reserves the right to amend and to reorganize this syllabus at any time.

