PRSP 1020 SYLLABUS: SOCIAL MEDIA MARKETING

COURSE INFORMATION

<table>
<thead>
<tr>
<th>CRN #</th>
<th>Course</th>
<th>Semester</th>
<th>Credit Hours</th>
<th>Course Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>80336</td>
<td>PRSP 1020</td>
<td>Fall 2019</td>
<td>1</td>
<td>Tuesday 10:50am - 12:05pm Gignilliat Memorial Hall – Room 134</td>
</tr>
</tbody>
</table>

Hyperlinks for accessibility are provided throughout this document with full URLs noted in the footnote.

INSTRUCTOR INFORMATION

Instructor: Cortnee Young, MBA
Memorial Hall
Office 210

Office Phone: 706 272 2477
Mobile: 423 400 0737

Student Hours:
Monday & Wednesday: 12:30 pm – 2:30 pm
Tuesday: 12:30 pm – 2:30 pm
Thursday: 11 am – 1 pm

e-Mail Address: cyoung@daltonstate.edu

REQUIRED TEXT AND MATERIALS

Text:
Title: Likeable Social Media, Third Edition: How To Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing On All Social Networks That Matter
Author: Dave Kerpen and Michelle Greenbaum and Rob Berk
ISBN10: 1260453286
ISBN13: 9781260453287
Copyright Year: 2019, Publisher: Cengage Learning

Software: Access to GAView is required

CATALOG INFORMATION (INCLUDING PRE- AND CO-REQUISITES)

No pre- or post- requisites are required for PRSP 1020

COURSE INFORMATION/DESCRIPTION/OVERVIEW

Social media is one of the fastest growing trends in history. Social media marketing is a powerful way for businesses of all sizes to reach business prospects and customers. This course is designed to prepare students to effectively understand the importance of social
media’s role in modern marketing. The course will teach topics such as defining a target audience, using social media ads for greater marketing impact, creating authenticity through social media platforms, and inspiring customers to engage with content. Through case studies, interactive sessions, and class exercises, students will learn best practices to create marketing objectives for social media. This course requires students to work continually through the semester and entails a fair amount of reading, discussions, and project based work.

LEARNING GOALS/OUTCOMES

1. Students will demonstrate an enhanced ability to identify the effectiveness of social media platforms and their role in the marketing industry.
2. Students will demonstrate an enhanced ability to critically evaluate information and integrate it through a social media dialogue.
3. Students will demonstrate an enhanced ability to support his/her perspectives related to an issue or problem and implore the information effectively through social media.
4. Students will demonstrate an enhanced ability to summarize the perspectives of others associated with the issue or problem and inspire dialogue through digital platforms.

EVALUATION
There will be one examination, quizzes, written assignments, and presentations used as the basis for evaluating students. Grades will be determined based on percentage points. The values of each type of activity are as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>10</td>
</tr>
<tr>
<td>Homework/Discussions (15/15)</td>
<td>30</td>
</tr>
<tr>
<td>Presentations</td>
<td>20</td>
</tr>
<tr>
<td>Written Assignments</td>
<td>20</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
Scale: Grades (as well as instructor feedback) will be based on the percentage points available on each activity. Grades will be assigned from the following table based on the cumulative number of points earned.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>90</td>
<td>A</td>
</tr>
<tr>
<td>80</td>
<td>B</td>
</tr>
<tr>
<td>70</td>
<td>C</td>
</tr>
<tr>
<td>60</td>
<td>D</td>
</tr>
</tbody>
</table>

COURSE OBJECTIVES

One examination is scheduled at the end of this course. Exam questions will be drawn from the lecture PowerPoints, homework and cases, and assigned readings. Although most questions will be multiple choice and true/false the student may be asked to write short answers or solve problems. No make-up will be allowed for the final exam unless pre-approved for a valid reason.

COMMUNICATION

* Communication with your instructor: I encourage students to email or call to introduce themselves, to seek guidance, and to discuss class activities. My preferred method of contact is email. Office hour visits can be scheduled are the preferred means to discuss individual concerns, dilemmas, and grading. Quick clarifying questions can be addressed via email, which is the best way to reach me. However, please follow the guidelines below when contacting me.

* You need to use your DSC email account for all communication and to complete all assignments in the BUSA 3301 class. I do not check the email in GAView. Only use my cyoung@daltonstate.edu for email communication.

As required, I will post notifications in GAView as a way to efficiently communicate with the class.

* Please email questions and concerns early enough to allow me time to respond to you. Please allow 24 hours on Monday – Friday and 48 hours on Saturday and Sunday for a reply. If it has been more than three business days, please politely email me again to make sure that I received the message.

*If immediate response is required, please call my cell number listed above. If I do not answer, please leave a detailed voicemail and I will respond as soon as possible.
ASSIGNMENTS

All the assignments in the course will measure your understanding of and ability to apply course concepts to accomplish the learning objectives established for this course. Assignments that are to be completed individually are to be completed 100 percent on your own and without assistance from others.

The general criteria for each assignment is listed in the syllabus. More specific criteria can be found in GaView and will describe the requirements for each assignment. Aside from assignment-specific criterion I will evaluate your work on your ability to:

* Write with appropriate formats
* Write without errors in spelling, mechanics, grammar, and punctuation
* Write clearly, cohesively, emphatically, and concisely
* Write effectively in different situations
* Write tactfully, positively, credibly, interestingly, and without bias
* Write accurately and include all and only relevant content material

DISCUSSIONS

All discussions in the course will measure your ability to understand and retain the information in the course. You must respond, in your own words, to the discussion questions in 3-5 sentences, per questions.

Additionally, you must respond to two peers in 3-5 well thought out sentences. You will only obtain half credit if you do not respond to any peers.

NOTES:
First Aid Kit Location – Memorial OCIS Office Room 103

Tornado Safe Areas – Memorial – both east and west Hallways (close classroom doors)

AED (defibrillator) location – Memorial – East Hallway outside of Human Resources

ADDITIONAL COURSE REQUIREMENTS
Grades are based on performance, not effort. Everyone puts forth a great deal of effort during practicum and class experiences. Those who do not put forth a great deal of effort typically do not manage to complete the experience. Despite the great efforts, which are put forth by all, not all performances are equal. Some students are exceptional in their performance while others are satisfactory. Your grade will be based on your performance, i.e., your performance in the classroom, your performance on written assignments, and your ability to display appropriate professional attributes.
**Grading**
All grades will be posted in GAView (D2L)

**Using Desire to Learn and Other Technologies**
We will utilize Desire to Learn (D2L) and other technologies.

**Attendance**
Attendance is expected weekly.

**Late Work/Make up**
No late work or make-up work will be accepted unless it is pre-approved for a valid reason, and is at the discretion of the course instructor.

**Emergency Instructional Plan**
In case of an emergency of inclement weather I will post in GAView makeup assignments for the missed class period(s).

**Course Policies and Procedures**

**CARE Team**
(Last Modified May 2018)
The Campus Assessment, Response, and Evaluation Team, also known as CARE, at Dalton State College engages in proactive and collaborative approaches to identify, assess, and mitigate potential risks associated with members of the campus who exhibit concerning or unusual behaviors. Report a concern through the CARE Reporting Form. Should you have questions, contact the Dean of Students’ Office at 706.272.4428.

**Disability Access**
(From Disability Access website)
Students with disabilities or special needs are encouraged to contact Disability Access. In order to make an appointment or to obtain information on the process for qualifying for accommodations, the student should visit the Disability Access Library Guide or contact the Disability Access office.

**Contact Information**
Andrea Roberson, Associate Director of Disability Access and Student Support Services
Pope Student Center, upper level
706-272-2524, arobertson@daltonstate.edu
ETHICAL CONDUCT
(Last Modified May 2018)

Academic Dishonesty Cheating and plagiarism are a part of the Dalton State Student Code of Conduct, which can be found in its most updated form at Dalton State Student Code of Conduct. iv ANY assistance provided or given in any way toward work in a class constitutes cheating, unless such behavior is authorized by your instructor. Additionally, any use of the ideas or words of others should be noted, or this will constitute plagiarism. Using another students’ work or collaborating on an assignment not designated as collaborative is unacceptable. Furthermore, presenting work that was completed for another class, while not plagiarism technically, is not the same as presenting original work, and is therefore unacceptable unless it has been authorized by your instructor. For more details on what Dalton State considers to be Academic Dishonesty, please review the Student Code of Conduct. Instructors will assign grades based on classroom performance. Additional sanctions may be provided as a learning experience from the Student Conduct process.

Classroom Behavior Dalton State is committed to respect via the Roadrunner Respect pledge. To learn more, please visit Roadrunner Respect. v “I pledge to show my fellow Roadrunner students, faculty, staff, and administration respect by treating others the way they want to be treated and by thinking about others first before making decisions that might affect them.”

COURSE WITHDRAWAL STATEMENT
(Last Modified May 2018)

The last day to drop this class without penalty (a W or a required signature) is [insert date here after checking the Academic Campus Calendar]. If you complete the proper paperwork to drop the course by this date, you will be assigned a grade of W. After this date, withdrawal without penalty is permitted only in cases of Extreme Hardship vi as determined by the Vice President for Academic Affairs; otherwise a grade of WF will be issued. Students who fail to complete the official drop/withdrawal procedure will receive the grade of F. Withdrawal from class is a student responsibility. The grade of W counts as hours attempted for the purposes of financial aid.

FULL WITHDRAWAL STATEMENT
(Last Modified May 2018)

The proper form for withdrawing from all classes at the college after the official drop/add period but before the published withdrawal date (Academic Campus Calendar vii) is the Schedule Adjustment Form viii All students must meet with a staff member at the Dean of Students office in the upper-level of the Pope Student Center to initiate the withdrawal process and complete an exit interview. After meeting with the staff
member, students will then finalize the withdrawal process in the Enrollment Services Office.

**GRADE APPEALS**  
(Last Modified May 2018)

A student may file a formal challenge to a grade if there is unequivocal evidence that one or more of the following applies:

a) It was a direct result of arbitrary and capricious conduct on the part of the instructor;
b) The instructor discriminated against the student on the basis of a protected classification as the term is defined by Federal Law, Georgia State Law, or the Administrative Code of the City of Dalton;
c) The grade was incorrectly calculated;
d) A clerical error occurred in recording the grade; or
e) A mitigating circumstance prevented the student from completing a final assignment or attending the final exam.

To appeal a grade, the student must notify the instructor in writing no later than two days after the posting of final grades. See **Grade Changes and Appeals** ix for the complete documentation.

**ACADEMIC PROGRESSION**  
(Last Modified May 2018)

To remain in academically good standing, students must maintain an institutional GPA of 2.0 or higher. Students who do not maintain a 2.0 move through a sequence of statuses ranging from Academic Warning to Academic Probation to Academic Suspension to Academic Dismissal. See **Academic Progress** x for the complete documentation.

**TITLE IX INFORMATION**  
Student Sexual Misconduct Policy xi  
(Last Modified May 2018)

In accordance with Title IX of the Education Amendments of 1972 (“Title IX”), the University System of Georgia (USG) does not discriminate on the basis of sex in any of its education programs or activities or in employment. The USG is committed to ensuring a safe learning and working environment for all members of the USG community. To that end, this Policy prohibits sexual misconduct, as defined herein.
Please visit the Title IX at Dalton State web page xii for additional information on the policy xiii, How to Report xiv, Resources xv, and Campus Programs xvi.

**HOUSE BILL 280**
(Last Modified May 2018)

*House Bill 280* xvii commonly known as the “campus carry” legislation, is effective as of July 1, 2017.

**OFFICIALLY APPROVED DSC GROUPS AND ACTIVITIES**
(Last Modified May 2018)

When students are engaged in officially approved Dalton State groups or activities that require them to participate in events off campus during school days, they shall be treated similarly to any faculty or staff member acting in that same capacity. Thus, just as faculty and staff have excused absences from their regular work schedules, students shall be excused from class without penalty if they are off campus representing Dalton State College in an approved, official capacity during their regular class time. Examples include presenting a paper or otherwise participating in a conference, attending a University System student affairs event, participating in intercollegiate competition (athletic or academic), participating in an approved field trip, etc. Just as faculty and staff members are required to submit Request to Travel forms for approval, in order to be excused, the student needs to provide the following information to the instructor prior to the date when he/she will be absent from class:

- notification of the event (in the case of athletics, students should provide each instructor a schedule of away events at the beginning of the semester or as soon as possible after the schedule is available);
- estimated time of departure from and return to campus (for example, if a student has an away game in the evening and will not be leaving campus until 3:00, he/she will not be excused from classes prior to that time on that day; similarly, if the event is in the morning and the student will be returning to campus during the day, he/she is expected to attend any class scheduled after the return trip);
- and
- contact information for the person or organization sponsoring/authorizing the student’s participation in the event

The student shall be allowed to make up any work missed during the time he/she is off campus representing DSC in an official capacity. He/she shall discuss what will be missed with the instructor and make arrangements to make up any assignments, tests, presentations, etc. scheduled on that date.
Communication devices

Cellular phones, pagers, and all other communication devices are strictly prohibited in the classroom. Exceptions may be made on a case by case basis, at the discretion of the course instructor. Possession of electronic devices capable of recording or transmitting images while exams or other restricted materials are available will be considered academic dishonesty and referred to the Vice President for Academic Affairs for disciplinary action.

Procedures for scheduling meetings outside of class: I suggest students stop by my office during office hours. Please, call or email me to schedule a meeting outside of office hours.

Emergency or Campus Closure Class Coverage

If classes are cancelled and/or DSC is closed, you are responsible for all assigned work for the missed class at the next regularly scheduled class meetings. This includes all assignments, readings, presentations, and tests. If a presentation is scheduled for a missed date, it will be rescheduled at the earliest convenience. In case of an emergency (weather related or other), you should first check www.daltonstate.edu or your local television or radio station for information regarding the dates and times of operational delays or closings. If DSC is closed and classes are cancelled, you should check D2L for information on assignments or other instructions. If the DSC Internet Portal is not working, you can access D2L via this URL: https://daltonstate.view.usg.edu/. If you are unable to access the Internet or D2L, you should continue assignments/readings as noted in your syllabus until DSC reopens. You will be accountable for all readings and assignments during the time DSC is closed and may be evaluated on material when classes resume.

Full URL Links

1. ETS Major Field Test in Business  https://www.ets.org/mft/about/content/bachelor_business

2. CARE Reporting Form: https://cm.maxient.com/reportingform.php?DaltonStateCollege&layout_id=1


v  **Roadrunner Respect:**  https://www.daltonstate.edu/campus_life/respect-photo-gallery.cms

vi  **Extreme Hardship:**  https://www.daltonstate.edu/skins/userfiles/files/DSC%20website%20landing%20page%20information.pdf

vii  **Academic Campus Calendar:**  https://www.daltonstate.edu/about/calendars.cms

viii  **Scheduled Adjustment Form:**  https://www.daltonstate.edu/skins/userfiles/files/schedule-adjustment-form.pdf

ix  **Grade Appeals:**  https://libguides.daltonstate.edu/ld.php?content_id=42740257

x  **Academic Progression:**  https://libguides.daltonstate.edu/ld.php?content_id=42740270

xi  **Student Sexual Misconduct Policy:**  http://www.usg.edu/policymanual/section4/policy/C327/

xii  **Title IX at Dalton State web page:**  https://www.daltonstate.edu/about/title-ix.cms

xiii  **Title IX Policy:**  https://www.daltonstate.edu/about/title-iv-policy.cms

xiv  **Title IX How to Report:**  https://www.daltonstate.edu/about/title-ix-report.cms

xv  **Title IX Resources:**  https://www.daltonstate.edu/about/title-ix-campus-community-resources.cms

xvi  **Title IX Campus Programs:**  https://www.daltonstate.edu/about/title-ix-campus-community-resources.cms

xvii  **House Bill 280:**  http://www.usg.edu/hb280