

Texas A&M University-Central Texas

COMM 4389 -115 Social Media Strategies - Marketing Communications

Course Dates: 1st 8 Weeks - Fall 2023 (8/28 - 10/20)

Instructor: Charles R. Hamilton, Ph D

Office: Online

Phone: (903) 573-5124 (cell - text first)

Email: Please use CANVAS email for all communications.

Office Hours: Since this is an online course, office hours are not possible. However, I will be available through CANVAS email and will respond in 24 hours or less.

Mode of instruction and course access: This course is a 100% online course and uses TAMUCT *Canvas Learning Management System*:
[<https://tamuct.instructure.com>].

Student-instructor interaction: Messages sent through CANVAS *Course Email* at any time will be answered within 24 hours, seven days a week. I will also make myself available between the hours of 1:30 p.m. and 3:00 p.m. Monday, Wednesday, and Thursday for quick email responses or online chats when requested.

Emergency Warning System for Texas A&M University-Central Texas

SAFE ZONE. SafeZone provides a public safety application that gives you the ability to call for help with the push of a button. It also provides Texas A&M University-Central Texas the ability to communicate emergency information quickly via push notifications, email, and text messages. All students automatically receive email and text messages via their myCT accounts.

Downloading SafeZone allows access to push notifications and enables you to connect directly for help through the app.

You can download SafeZone from the app store and use your myCT credentials to log in. If you would like more information, you can visit the [SafeZone](http://www.safezoneapp.com) website [www.safezoneapp.com].

To register SafeZone on your phone, please follow these 3 easy steps:

1. Download the SafeZone App from your phone store using the link below:
 - o [iPhone/iPad](https://apps.apple.com/app/safezone/id533054756): [https://apps.apple.com/app/safezone/id533054756]
 - o [Android Phone / Tablet](https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp) [https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp]
2. Launch the app and enter your myCT email address (e.g. {name}@tamuct.edu)
3. Complete your profile and accept the terms of service
4. **For updates on COVID information**, please monitor the University [website](https://www.tamuct.edu/covid19/) [https://www.tamuct.edu/covid19/]

COURSE INFORMATION

Course Overview and Description: COMM 4389. Social Media Strategies3 Semester Credit Hours. This is a study of the connections to popular culture and the power of mass media in the creation of a culture of online and media-based communications in marketing.

Areas of study focus on:

- updates on how the Covid-19 pandemic has affected the marketing/advertising industries.
- new case studies from companies and brands such as Amazon, Burger King, Facebook, and John Lewis.
- timely topics such as online retailers, social media networks (e.g. TikTok), social media influencers, and marketing ethics.
- In this course, students will develop social media strategies as a means of communicating various messages to diverse, targeted audiences and across multiple social media platforms. They will analyze and integrate information and feedback from social media metrics to make appropriate adjustments and refinements to social media messages. Additionally, students will leverage fundamental social media marketing strategy concepts to create engaging content and communications.

Analysis: Your personal analyses and conclusions of the topic and the overarching comments included in each chapter will be summed up in a final position paper. Also, weekly reflection papers, chapter readings, and discussion board posts are also required.

Discussion and Writing Assignments

Weekly Assignments

Each week you will be given reading assignments and asked to respond in two ways:

1. An initial discussion post by 11:59 p.m. each Thursday, followed by two substantive responses to other students by 11:59 p.m. Sunday of the same week. The topic of discussion is your choice from the weekly readings and should be substantive, and information from the text should be cited. Please address each student by name in your responses.
2. A short Reflection Paper (250-500 words) on an item or items of your choice from the readings of the week. The topic is your choice. Be sure to cite or attribute any information you use from the text - direct quotes or facts.

Final Project

At the end of the semester, your final project will be to put all your reflection papers together into one large summation paper that gives an overall personal perspective of Marketing Communications. It is your choice as to how much of each reflection to use. As the semester progresses, you can begin this process, and you will not have much to do that last week. You will add your reflection from Week 8, an overall introduction to your paper, and a personal opinion conclusion, followed by a

References/Works Cited page. Although your Week 8 Reflection Paper will be part of the Final Project, it will also receive a separate grade for the week. You do not have to submit it as a separate assignment. (Choose APA or MLA as a writing style for all reflections and the final project.) It is helpful for you to begin building a References or Works Cited page each week so you can select which references to keep for the final project, and that page will already be complete.

Course Objective or Goal

Student Learning Outcomes

Students will be able to differentiate between the common media methods of communication currently in use within Marketing practices.

Students will select and highlight communication & media usage methods they choose as most harmful/useful, based on their personal experience, and readings.

Students will select the media devices they feel best fit ethical approaches to media communication.

Students will develop the ability to blend forms of media communication to fit situations where one mode alone may not be sufficient to be efficient.

Competency Goals Statements (certification or standards)

Students will read and respond, both in essay form and through written, online discussion, to a variety of communication and agenda-setting tactics described in the text articles and used for the creation of online media cultures.

Students will read and respond, both in essay form and through written, online discussions, to a variety of media practices described in text and journal articles they select and use in a variety of communication modes and situations.

Students will discover and apply their *personal choices* of the "correct" practices necessary for specific scenarios of media communication.

Students will discover and form personal philosophies for use in specific social media communication situations through reading, research, written reviews, and written discussion responses, and record those in essay format.

Required Reading and Textbook: *Marketing Communications* Fourth Edition. Egan, John. Rent or Buy eBook ISBN: 9781529607802 Paperback ISBN: 9781529781212

COURSE REQUIREMENTS

(Use MLA or APA guidelines on all the writing that you turn in—be consistent. See the "Pages" tab for style guide help. All work must be in Microsoft Word format and submitted through CANVAS. Also, as a rule, I do not accept late assignments without prior approval.)

Participating in an online course requires quite a bit of responsibility on the part of the student (see course calendar). You must log on daily in order to check for messages from the professor or other students, read daily postings on discussion forums, respond to prompts from the professor and other students, and to remain active for attendance purposes. Those students who reserve their comments for the last day the forum is accessible do not get the full impact of the course and will not receive the full participation grade for the week. Also, simply making a comment in order to satisfy the participation component will not work. Comments should be substantive, and insightful, and should generate further discussion. Students who do not keep up with assignments and discussion forums should consider dropping the course. If you do not feel that you are ready for an online course, you can gauge your readiness by taking this assessment for online learning at (<http://tamuct.smartermeasure.com>).

Grading Criteria Rubric and Conversion Total Points Available

Items	Point Values	Total
Discussions	8@50 pts. each	400 pts.
Reflections	8@100 pts. each	800 pts.
Final Project	1@300 pts.	300 pts.
Total Points Available	1500	

Posting of Grades

Grades for Weekly Article Reviews, and Chapter Reviews, will be posted one (1) week from the due date. Grades for Discussion Participation will be posted every week. *All student grades will be posted on the Canvas Grad book. Students should monitor their grading status through this tool.*

Grading Policies

Late Assignment Submissions Policy

Discussion Board Posts

Students must submit discussion board postings during the time frame indicated in the assignment rubric. Late discussion board submissions will not be accepted for credit after the deadline.

Written Assignments

Students needing extra time may submit assignments, excluding discussion board postings, up to one week after the assignment's due date. Students who submit work up to one week late will receive a penalty of 10 percent applied to the grade achieved on the late assignment regardless of the day of the week on which the work is submitted. Students who submit assignments more than one week late will receive a grade of zero on the assignment unless they have made prior arrangements with the instructor.

Exceptions

I will accept assignments more than one week late only if students have made prior arrangements with me and I agree to an extension. Students must meet the deadline agreed upon in advance with the instructor. Students who do not meet the agreed-upon deadline will receive a grade of zero on the assignment.

I will accept late work without prior arrangement only in the case of extenuating circumstances (such as hospitalization, childbirth, major accident, injury or bereavement). Students who suffer such a circumstance must notify me as soon as possible of the extenuating circumstance that prevented them from submitting work on time and determine a deadline for submitting the work. In these instances, I will waive the late penalty. Students who do not meet the arranged deadline will receive a grade of zero on the assignment.

Final Assignment

Students must submit the final assignment no later than the last regular class day of the term. No assignments are accepted after the last class day of the term.

COURSE OUTLINE AND CALENDAR

Weekly Assignments for COMM 4389-125

Week 1 - Reading: Chapter 1 - Marketing Communications: Past and Present & Chapter 2 - Marketing Communications Theory

Writing: Reflection Paper over your choice of a topic or topics within the Readings.

Week 2 - Reading: Chapter 3 - Buying Behavior & Chapter 4 - Brand Communications

Writing: Reflection Paper over your choice of a topic or topics within the Readings.

Week 3 - Reading: Chapter 5 - Marketing Communications Strategy and Planning & Chapter 6 - Understanding Marketing Research

Writing: Reflection Paper over your choice of a topic or topics within the Readings.

Week 4 - Readings: Chapter 7 - Campaign Tactics and Management & Chapter 8 - Campaign Media and Media Planning

Writing: Reflection Paper over your choice of a topic or topics within the Readings.

Week 5 - Readings: Chapter 9 - Advertising, Chapter 10 - The Internet and The Growth of Digital Marketing & Chapter 11 - Social Media

Writing: Reflection Paper over your choice of a topic or topics within the Readings.

Week 6 - Readings: Chapter 12 - Sales Promotion, Chapter 13 - Public Relations and Corporate Communications & Chapter 14 - Sponsorship and Product Placement

Writing: Reflection Paper over your choice of a topic or topics within the Readings.

Week 7- Readings: Chapter 15 - Personal Selling, Point of Sale, Supportive Communications and Direct Marketing, Chapter 16 -

Employer/Employee Branding and Internal Communications & Chapter 17 - Marketing Channels and Business-to-Business Communications

Writing: Reflection Paper over your choice of a topic or topics within the Readings.

Week 8 - Readings: Chapter 18 - Global Marketing Communications, Chapter 19 - Ethical Marketing and The Regulatory

Environment & Chapter 20 - The Communications Industry

Writing: Reflection Paper over your choice of a topic or topics within the Readings.

Final Project Paper

Important University Dates

<https://www.tamuct.edu/registrar/academic-calendar.html>]

TECHNOLOGY REQUIREMENTS AND SUPPORT

Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system. We strongly recommend the latest versions of Chrome, Firefox, Edge, or Safari browsers. Canvas will run on Windows, Mac, Linus, iOS, Android, or any other device with a modern web browser. **Canvas no longer supports any version of Internet Explorer.**

Login to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>] by clicking on the "TAMUCT Online Canvas" tile. You will then log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

Canvas Support

Use the Canvas Help tab, located at the bottom of the left-hand menu, for issues with Canvas. You can search the support articles or use the Email, Call, or Chat buttons at the bottom of the support pop-up to contact the Canvas Help Desk.

For issues related to course content and requirements, contact your instructor.

Online Proctored Testing

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are as follows: Any computer meeting the minimum computing requirements, plus a web camera, speaker, and microphone (or headset). Proctorio requires the use of the Chrome web browser with its custom plug-in installed.

Other Technology Support

For log-in problems, students should contact Help Desk Central, 24 hours a day, 7 days a week

Email: helpdesk@tamu.edu

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

Please let the support technician know you are an A&M-Central Texas student.

UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

Academic Accommodations

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Warrior Center for Student Success, Equity, and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services, and activities. If you believe you have a disability requiring reasonable accommodations, please contact the Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information, please visit our [Access & Inclusion](https://tamuct.instructure.com/courses/717) Canvas page (log-in required) [<https://tamuct.instructure.com/courses/717>]

Academic Integrity

Texas A&M University-Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. When in doubt about collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the student conduct process](https://www.tamuct.edu/student-affairs/student-conduct.html), [<https://www.tamuct.edu/student-affairs/student-conduct.html>].

If you know of potential honor violations by other students, you may [submit a referral](https://cm.maxient.com/reporting.php?TAMUCentralTexas), [<https://cm.maxient.com/reporting.php?TAMUCentralTexas>].

Drop Policy

If you discover that you need to drop this class, you must complete the [Drop Request](#) Dynamic Form through Warrior Web.

[<https://federation.ngwebsolutions.com/sp/startSSO.ping?PartnerIdpId=https://eis-prod.ec.tamuct.edu:443/samlSso&SpSessionAuthnAdapterId=tamuctDF&TargetResource=https%3a%2f%2fdynamicforms.ngwebsolutions.com%2fSubmit%2fStart%2f53t0502-4f36-be43-f02a4202f612>].

Faculty cannot drop students; this is always the responsibility of the student. The Records and Admissions Office will provide a deadline on the Academic Calendar for which the form must be completed. Once you submit the completed form to the Records and Admissions Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Records and Admissions Office immediately. You are to attend class until the procedure is complete to avoid a penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

Pregnant and/or Parenting Students' Rights and Accommodations

A&M-Central Texas supports students who are pregnant, experiencing pregnancy-related conditions, and/or parenting. In accordance with requirements of [Title IX and related guidance from US Department of Education's Office of Civil Rights](#), the Associate Dean in the Division of Student Affairs, (254) 501-5909, can assist students who are pregnant, experiencing pregnancy-related conditions, and/or parenting by providing flexible and individualized reasonable accommodations. Students should seek out assistance as early in the pregnancy as possible through the [Pregnancy & Parenting webpage](https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html) [<https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html>]. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html) [<https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html>]. If you would like to read more about these [requirements and guidelines](#) online, please visit the website [<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

[Title IX of the Education Amendments Act of 1972](#) specifically prohibits discrimination against a student based on pregnancy, childbirth, false pregnancy, termination of pregnancy, or recovery from any of these conditions [<https://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.html>].

Students experiencing any form of discrimination due to any of these conditions are encouraged to reach out to the Title IX Coordinator, 254.519.5716, titleix@tamuct.edu, Founders Hall 317B, or the Associate Dean of Student Affairs, 254.501.5909, Warrior Hall 105.

Title IX Rights and Reporting Responsibilities

A&M-Central Texas is committed to creating a safe and open learning environment for all students. If you or another student has experienced any form of gender discrimination or sexual misconduct, including sexual harassment, sexual assault, dating/domestic violence, and/or sex-based stalking, help and support are available. Our university strongly encourages all members of our campus community to report incidents and seek support for gender discrimination and sexual misconduct through the Title IX Office. You may contact the Title IX Office at 254.519.5716, titleix@tamuct.edu, Founders Hall 317B, or learn more by visiting the [Title IX webpage](https://www.tamuct.edu/compliance/titleix.html) [<https://www.tamuct.edu/compliance/titleix.html>].

Please be aware that under [Title IX, Texas Senate Bill 212](#), and [System Regulation 08.01.01](#), [<https://policies.tamus.edu/08-01-01.pdf>] all university employees are mandated reporters and are required to disclose information about suspected or alleged violations as listed above, and defined in System Regulation 08.01.01. If the Title IX Office receives information about an incident, they will reach out to offer information about resources, rights, and procedural options as a member of the campus community. Although I have an obligation to report, you will, in most cases, control how your case will be handled. When working with the Title IX Office you will have access to resources and accommodations but also have the opportunity to express if you wish to move forward with an investigation. Our goal is to make sure you are aware of the options available to you as a student. Community members are not required to respond to this outreach.

If you or another student wishes to speak to a confidential employee who does not have this reporting responsibility, you can contact the [Student Wellness & Counseling Center](https://www.tamuct.edu/student-affairs/student-counseling.html), [https://www.tamuct.edu/student-affairs/student-counseling.html], 254.501.5955, or swacc@tamuct.edu, located in Warrior Hall Room 207L or the Student Support Advocate, 254.501.5978 or ssa@tamuct.edu, located in founder Hall Room 317D.

Tutoring and Success Coaching

Tutoring and success coaching services are available to all A&M-Central Texas students, both virtually and in-person.

To schedule tutoring sessions or view tutor availability, please contact Warriorcenter@tamuct.edu or visit Warrior Hall, 111.

If you have questions about these or other academic support services or are interested in becoming a tutor, please contact the Warrior Center for Student Success, Equity and Inclusion at (254) 501-5836, email us at WarriorCenter@tamuct.edu. You are welcome to visit the Warrior Center at Warrior Hall, suite 212.

Chat live with a remote tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. Access Tutor.com through Canvas.

University Library & Archives

The University Library & Archives provides many services in support of research across campus and at a distance. We offer over 350 electronic databases containing approximately 631,525 eBooks and 75,149 journals, in addition to the 97,443 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place virtually through WebEx, Microsoft Teams or in-person at the library. [Schedule an appointment here](#)

[https://tamuct.libcal.com/appointments]. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group workspaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](#)

[https://tamuct.libguides.com/index]

University Writing Center

Located in Warrior Hall 416 and online, the University Writing Center (UWC) at Texas A&M University–Central Texas (A&M–Central Texas) is a free service open to all A&M–Central Texas students. The face-to-face hours of operation are from 10:00 a.m.-5:00 p.m. Monday and Thursday in Warrior Hall 416. Online tutoring is available Monday thru Thursday from 10:00 a.m.-5:00 p.m. and from 6:00-9:00 p.m. and on Saturdays from 12:00-3:00 p.m.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor by making an appointment via [WCOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor.

OTHER POLICY STATEMENTS

A Note about Sexual Violence at A&M-Central Texas

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Wellness and Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/compliance/titleix.html) [https://www.tamuct.edu/compliance/titleix.html].

Behavioral Intervention

Texas A&M University–Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](#) online

[https://cm.maxient.com/reporting.php?TAMUCentralTexas].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/bit) website for more information [https://www.tamuct.edu/bit]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5805.

Copyright Notice

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be

reported to the Office of Student Conduct.

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