

**Marketing 3734 & 5731: Special Seminars in Digital and Social Media  
Marketing  
University of Missouri – St. Louis  
Spring 2020 Semester**

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**Course Description**

In this course, students will be attending various seminars/workshops covering such topics as

- Video Production and Editing
- LinkedIn For Business Marketing & Sales
- Social Media Marketing Strategies
- Advanced Facebook Advertising
- Strategic Search Engine Marketing
- Email and Cross-Channel relationship Marketing Strategies
- Data Analytics, Insight, and Dashboarding
- Web Analytics
- An Introduction to Salesforce/CRM

The above seminars are of varying length ranging from 1 day to 3 days. They meet from 9 to 5 pm each day. All seminars are held on Fridays and Saturdays except Data Analytics, which is held on six consecutive Wednesday evenings from 6 pm until 8:40 pm (the equivalent of a 2 day seminar).

Dates for each workshop can be found at "<https://umsl.digital.com/courses>" along with their objectives and seminar/workshop descriptions.

Students will select which workshops they desire to attend throughout the semester. The only requirement is that the total days in attendance sum to six or more days. For example, a student may attend the following configurations:

- two 3-day workshops
- three 2-day workshops
- two 1-day workshops plus two 2-day workshops

- or, any other 6 day configuration.

Students will relay their choices to Hannah Leinert during the first week of the semester. She will then pass that information along to each of the workshop faculty members. You will be enrolled manually into each of the workshops. Please do not register or pay. Hannah will take care of those logistics for you.

### **Required Course Material**

There is no required text for these courses.

### **Class Format**

In addition to these seminars/workshops being offered to MBA students for credit, they are also offered to industry professionals for a fee and no credits. Only MBA students are allowed into these seminars for credit. Undergraduates are not currently offered this opportunity.

Each full day workshop begins at 9 am and ends at 5pm. A morning and afternoon break will be given as well as a break for lunch. Lunch will not be provided. Industry experts in each of these three fields will be brought in to hold these workshops. These are adjunct faculty brought in by Professor Drake.

At the end of each workshop a test will be administered. Each lecturer will let the students know his or her grading criteria. MBA students will additionally be required to write a blog post about the topic of the workshop. Hannah will give you details of what you are to write about.

### **Course Projects and Evaluation**

1. Class attendance: Attendance is mandatory. If you must miss a full day lecture it is strong advised that you work with the professor or guest speaker to ensure they will and can accommodate you.
2. Class Participation: Students are expected to be engaged during sessions.
3. Homework: Assignments will be given on occasion as deemed necessary but are typically not scored.
4. A take home final is offered for every class.
5. MBA students only are required to write a blog post with instructions per Hannah.
6. Your overall class grade will be the average of your attendance, test score and blog grade for the workshops you attended.

### **Extra Credit**

Extra credit is not an option for this class under any circumstances.

### **Policy on Academic Honesty**

Academic honesty means doing one's own work and giving proper credit to others who's work and thought one may draw upon. Two important types of academic misconduct are cheating and plagiarism.

Cheating includes copying from others or allowing others to copy from you during exams and collaborating with others on projects unless authorized by the professor to do so. In this class, you may ask others to review your work and make suggestions for improving, but they cannot write for you nor assist substantially in your work. Team projects are different because of their collaborative nature - however, to be a good team member you should also do individual work.

Plagiarism involves presenting words or images of others without proper acknowledgment, including those on Web sites. If you use more than five words of text from another's work, it must appear in quotations as above. If you condense or paraphrase another's work it must be attributed in the text and the full citation must appear in endnotes. You are encouraged to use published work in your projects — just give credit. Anyone found not in compliance with the above will receive a zero on the work and possibly worse. Please do your own work.

**Assistance**

If you need accommodation due to a disability, please notify the professor as soon as possible so that he can refer you to the appropriate university office to address your specific needs. If you do not have a disability but are struggling in this course, it is in your best interests to discuss it with the instructor as soon as possible so that other arrangements can be considered.