

Summer 2022 MKT 243 F45/W02 Social Commerce and Sales Syllabus



Figure 1 Image is a word cloud of all the words related to social commerce

I. COURSE COURSE

PREFIX NUMBER
MKT 243

COURSE NAME
Social Commerce and Sales

SECTION
F45/W02

CREDIT HOURS: 3

LOCATION: ONLINE

LAST DAY TO WITHDRAW: August 8th, 2022

II. PREREQUISITES:

None

III. Instructor Information:

Instructor: Marie Lapidus

Office Hours: please make an appointment and we can meet on Collaborate

I am available to be reached 24 hours a day via email. I reserve the right to respond to emails with 48 hours during the week and not be available on weekends. Please email me at mfarberl@harpercollege.edu

III. COURSE (CATALOG) DESCRIPTION:

Provides an introduction to social commerce and how to use the major social platforms on a smartphone to market and increase sales. Reviews sales initiatives including programs and alerts to increase sales with targeted customers. Explains the importance of using reward programs in social commerce to increase sales, referrals and customer loyalty.

IV. LEARNING OBJECTIVES:

After successful completion of this course, students should be able to:

1. explain how to use social commerce and the major social media platforms to increase sales.
2. diagram the basics of using smartphone applications, especially social media, as a new tool to increase sales.
3. find numerous sources to evaluate and identify target customers on social media.
4. show how to use social media to generate interest, appointments, walk-ins, quotes and close sales.
5. develop reward programs on social media to increase sales, referrals and customer loyalty.
6. utilize social media to differentiate from the competition, create competitive turbulence and pull customers to the business.

Globalization Perspective:

7. Explain unique perspectives of diverse audiences and the acceptance and impact of social media sales.
8. Identify your global competence and create a plan for your career.

V. OUTLINE OF TOPICS:

- I. Basic concepts of social commerce
- II. Use of smartphone in social commerce
- III. Basics on social commerce smartphone applications
- IV. Format and functions of social media platforms
- V. Ads and postings on social media platforms
- VI. Use of social media platforms to generate interest, appointments and sales
- VII. Tools and techniques to identify target social media customers
- VIII. How to differentiate and create a sense of urgency to buy on social media
- IX. Social commerce algorithms, statistics, data and analysis
- X. Develop and implement reward programs on social media

- XI. Increasing prospects, buying and repeat customers, and customer and brand loyalty.
- XII. Use smartphone social commerce applications to gather prospect and customer feedback, reviews and suggestions to improve customer relations and increase sales.

Note: I reserve the right to change this course outline without prior notice.

VI. Methods of Training/Interaction: As part of the class, you can expect that you will be required to participate in written discussions, GoReact discussions, New Phone App project.

Week 1 - Basic Concepts of Social Commerce and Basics of Social Commerce Smartphone Applications

Discussion 0 and 1 due 7/8

Discussion 2 due 7/10

Week 2 - Format and Functions of Social Media Platforms and Ads and Posting on Social Media Platforms

Global Competence Module 1 Due 7/13

Discussion 3 due 7/15

Discussion 4 due 7/17

Discussion 5 part 1 due 7/17

Week 3 - Use of Social Media Platforms to Generate Interest, Appointments and Sales and Tools and Techniques to Identify Target Social Media Customers

Global Competence Module 2 Due 7/20

Discussion 6 due 7/22

Discussion 5 Part 2 due 7/24

Week 4 - How to Create a Mobile App and Differentiate To Create a Sense of Urgency to Buy and Develop and Implement Reward Programs on Mobile Apps

Global Competence Module 3 Due 7/27

Discussion 7 due 7/29

Discussion 8 due 7/31

Week 5 - Social Commerce Algorithms, Statistics, Data and Analysis and Increasing Prospects, Buying and Repeat Customers and Customer and Brand Loyalty on Mobile Apps

Global Competence Module 4 Due 8/3

Global Competence Certificate of Learning Due 8/3

ArcGIS Project Due 8/7

Week 6 - Build a Smartphone App Project Presentation

Project Part 1 due 8/8

Project Part 2 due 8/9

Project Part 3 due 8/10

Project Part 4 due 8/12

Global Competence Career Plan due 8/14

VII. INSTRUCTIONAL MATERIALS: All available on Blackboard

VIII. Methods of Evaluating Student's Progress:

You will be evaluated as follows:

8 Online Written and GoReact Video Discussions	400 points
New Phone App Project	200 points
Global Competence Modules and plan	200 points
ArcGIS Project	200 points
Total Points	1000 points

Final Evaluation-Final Evaluation will be based on a straight scale.

90% or more of total is an A

80 – 89% of total is a B

70 – 79% of total is a C

60 – 69% of total is a D

ALL DUE DATES AND COURSEWORK WILL BE ON BLACKBOARD CALENDAR. ASSIGNMENTS WILL APPEAR AS THEY BECOME AVAILABLE AND DISAPPEAR AFTER THE DUE DATES. PLEASE CHECK IN OFTEN TO NOT MISS THEM!

IX. Classroom Requirements

Attendance requirements:

You are required to login at least 3 times a week to complete assignments and come to class twice a week. **Everything is always due at 11:59PM on its due date.**

Assignments:

All assignments are due on the date for which they have been assigned. Assignments are to be submitted via Blackboard.

As in the business world, if you miss a deadline you are out of luck. **Late Assignments will be NOT be accepted!**

All assignments will be typed. In addition, assignments with spelling and/or grammatical errors that a SpellChecker would find will be docked 30% off the top grade.

Do not turn in Pages or Keynote format papers, only Docx or PDF.

X. Teaching Philosophy

- I will teach to all learning styles as best I can. Therefore, I will use a variety of educational strategies to keep the subject matter interesting as well as engage you.

- I believe that this course is not only about the course material but also about gaining the experience necessary to be successful in the workforce therefore; my expectations are those that would apply in the workforce: you will come to “class”, ready to work and give your very best effort. Your best effort includes but is not limited to: turning in assignments on time which are free from grammatical or spelling errors, contributing 100% to individual and group projects, participation in class discussions.

As your instructor, I will help you develop and understanding of the subject matter, so it can be internalized and not just memorized for quizzes and exams.

3. Refund and Withdrawal Policy: It is the responsibility of the **student to officially withdraw** from the class according to Harper College withdrawal policy. See **Harper College Catalog / Student Handbook** or visit the **Student Portal for appropriate dates of withdrawal.**

XI. Behavioral Expectations: You have the opportunity to participate in and benefit from this academic course so long as your behavior is aligned with the expectations described below. You can expect to have your academic performance evaluated fairly based on the standards communicated in this syllabus and any relevant program guidelines, and to utilize the [Academic Complaint process](#) if you have concerns with a decision made about your academic progress in the course. In exchange for this opportunity, you are expected to uphold the following:

- Behave in accordance with the [Student Code of Conduct](#) and other applicable College policies
- Refrain from disrupting the ability of fellow students to learn or the instructor’s ability to teach. Examples of disruption include:
 - Cell phone, pager, or computer use that significantly, or repeatedly, distracts others
 - Coming to class late, leaving early, or excessively, physically relocating oneself in the classroom

- Interrupting, discussing unrelated issues in class, or speaking frequently without being called on
- Yelling, cursing, or engaging in other aggressive behavior
- When interacting online, communicate in a respectful fashion. This includes, but is not limited to:
 - Refraining from name calling, using profanity, posting inappropriate material, and typing in all capital letters
 - Sending multiple emails with one sentence
 - Avoiding rants or discussing non-relevant topics

Open discussion and disagreement are encouraged when done respectfully and in the spirit of academic discourse. There are a variety of behaviors that, while not against a specific College rule, may create disruption in this course. Students whose behavior is disruptive or who fail to comply with the instructor may be dismissed from the class for the remainder of the class period and may be required to meet with the instructor or Dean prior to returning to the next class period. If necessary, referrals may also be made to the Student Conduct process for violations of the Student Code of Conduct.

At Our College

Academic Dishonesty Students are expected to uphold college policies related to academic dishonesty towards pursuit of their educational objectives as outlined in the [Academic Honesty Policy](#), in the Student Handbook. The College reserves the right to set and communicate reasonable standards of behavior as needed. The following behaviors related to academic dishonesty are prohibited. Examples are provided to illustrate the specific prohibition and are not intended to be all-inclusive.

- Cheating (accessing or using unauthorized materials or information)
- Plagiarism (reproducing someone else's words or ideas without accurate acknowledgment)
- Falsifying information (providing untrue information)
- Unauthorized collaboration (getting assistance or sharing work without permission)
- Facilitating academic dishonesty (participating in an act that creates an unearned advantage for someone)

Student Code of Conduct: Harper College encourages the intellectual and personal growth of its students as scholars and as citizens. The College has both the authority and responsibility to maintain a campus community where the

educational programs can flourish for all students and where individual rights, personal and collective safety, and College operations are appropriately protected. It is a choice to attend Harper College and by doing so, students assume the obligations (including standards for behavior) imposed by the College.

Harper College students and student organizations are expected to act in accordance with the policies, rules, regulations, laws, and requirements of Harper College, municipalities and counties, the State of Illinois, and the United States. The [Student Code of Conduct](#) and related information at the [Harper Student Conduct resource page](#) outlines these expectations and provides resources for students.

Equal Opportunity Statement: Harper College does not discriminate on the basis of race, color, religion, sex, national origin, ancestry, age, marital status, sexual orientation, disability or unfavorable discharge from military service. If you believe you have experienced discrimination or harassment (whether on or off campus) that affects your ability to participate in class or any of Harper College's programs, please seek assistance from any of the following resources:

- For gender-based or sexual misconduct (including sexual assault and sexual harassment) by any person, visit the [Harper College Title IX resource page](#) to learn more about your support and reporting options.
- For any other harassment/discrimination by an employee, contact the College's Chief Human Resources Officer at 847-925-6216.

Please be advised that faculty members are required to report to the College if they learn that a crime may have occurred or that harassment or discrimination may have occurred. If you are not sure if you want to formally report to the College, but you want confidential support or assistance, contact Psychological Services at 847-925-6268.

Student E-mail Notifications & Privacy: All notifications related to student registration or other business activities are sent to students via their Harper College email account ([XXXX@mail.harpercollege.edu](#)) that is assigned to students upon registration. Students access this account via an icon in the student portal (where you registered for classes). Please check this e-mail frequently. To forward e-mails from this account to a personal email account please follow [these instructions for forwarding](#) Harper e-mail.

Please be advised that your education records are subject to a federal privacy law called the Family Education Rights and Privacy Act (FERPA). As a result, please be aware that you (not your parent(s), spouse, or other such person) will generally need to be the one to ask questions, file complaints, or otherwise interact with the College and faculty about your academic performance in this class.

Blackboard Privacy and Accessibility Statements: Blackboard is the learning management system used at Harper College. It provides a secure Web space for delivery of instructional course materials. Blackboard's [privacy statement](#) and [accessibility statement](#) are available for review.

Copyright Statement: The materials on this course website are only for the use of students enrolled in this course for purposes associated with this course and may not be retained or further disseminated. For more information, please visit the [Harper College Copyright/Fair Use resource page](#).

Student Support Resources

Student Success

Access and Disability Services :Harper College strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let Access and Disability Services (ADS) know immediately at 847.925.6266. ADS will privately discuss the options you have, including the accommodations they offer. You are welcome to register with Access and Disability Service by going to [Access and Disability Services](#) and filling out the application for ADS services. Once you have your accommodations approved by ADS, please make arrangements with the instructor as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion.

- Location: Building I, Room 103
- Phone: 847.925.6266
- Email: ads@harpercollege.edu
- To learn more visit: [Access and Disability Services](#)

Library: The library provides students access to resources through searchable databases and catalogs. Students can utilize the interlibrary loan

service, laptop check-out, group study areas, computer workstations, and quiet study space.

- Location: Building D, Room D102 and Building H, Room H130
- Phone: 847.925.6184
- Email: library@harpercollege.edu
- To learn more visit: [Harper College Library](#)

Student Service Desk (Computer Help): The Student Service Desk assists all students by providing information and support for Harper Student E-mail Accounts, MyHarper Student Portal, and Blackboard.

- Location: Building D, Room D116
- Phone: 847.925.6866
- Email: studentsd@harpercollege.edu

Computer Labs: Campus labs are staffed to assist students with logging on and off, accessing specific applications and printing their work. Labs are open to all currently enrolled Harper students.

- Locations: Building I, Room I223 & Avanté Center, Room Y203
- Phones: 847.925.6000 ext. 2372 and ext. 2870 (Building I) & 847.925.6966 (Avanté Center)
- To learn more visit: [Harper College Computer Labs](#)

Writing Center: The Writing Center tutors offer free walk-in writing assistance and appointments. Students are welcome to bring in their writing assignments in any stage. They also have a computer lab where you can work on your writing assignments with the tutors.

- Location: Building D, Room D202
- Phone: 847.925.6796
- To learn more visit: [Harper College Writing Center](#)

Tutoring Center: Tutoring services are free for Harper College students in more than 100 courses. The Tutoring Center offers the following services: walk-in tutoring, tutoring by appointment, and reviews.

- Location: Building D, Room D202
- Phone: 847.925.6539
- To learn more visit: [Harper College Tutoring Center](#)



Success Services: Success Services offers free, one-hour sessions to work with you on areas such as reducing stress, dealing with anxiety, building time management skills, becoming a more effective test taker, and more.

- Location: Building D, Room D202
- Phone: 847.925.6715
- To learn more visit: [Harper College Success Services](#)

Student Safety and Wellness

Wellness Center: The Wellness Center offers resources for your health and wellness needs, including confidential health counseling, birth control, first aid, immunizations, STI testing, pregnancy testing, wellness screening and more.

- Location: Building A, Room A364
- Phone: 847.925.6268
- To learn more visit: [Harper College Health Services](#)

Harper Early Alert Team (HEAT): HEAT is a multidisciplinary campus threat assessment and behavioral intervention team that guides the campus community in effectively assessing and addressing threatening and/or concerning behaviors. HEAT strives to assist the campus in intervening with someone before their behaviors reach a critical level.

- To learn more or to report a threat: [Harper College HEAT](#)

Harper College Police: Contact the Harper College Police for emergency assistance or to report a crime.

- Phone: 847.925.6330

COVID INFORMATION AVAILABLE ON BLACKBOARD