



social media marketing

LAKES REGION COMMUNITY COLLEGE

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SYLLABUS

- **COURSE NO:** BUS-261L
- **COURSE TITLE:** Social Media Marketing – Online
- **CREDIT HOURS:** 3
- **SEMESTER:** Fall 2021
- **INSTRUCTOR NAME:** Corey Hoyt
- **E-MAIL ADDRESS:** choyt@ccsnh.edu
- **OFFICE LOCATION:** Virtual/Online
- **CONFERENCE HOURS:** By Appointment; Sometimes additional time or one-on-one assistance is needed. You may make an appointment with the instructor for time.
- **PREREQUISITES:** None

COURSE DESCRIPTION: This course will examine the use of social media marketing today. Students will gain the knowledge and skills needed to effectively use social media to market a business, and/or themselves as business professionals. Attention will be focused on efforts used through the Internet to connect and network with customers and other businesses through digital channels. Areas to be covered include: customer service, building brand loyalty, expanding markets, and creating sales. Students will utilize a variety of social media, including blogs, wikis, LinkedIn, Facebook, Twitter, and more.

TEXT/INSTRUCTIONAL MATERIALS AND EQUIPMENT NEEDED: There is no assigned textbook for this course. All readings, videos, and lectures will be provided online through Canvas under each Module, which corresponds to each week of the course as detailed in the Course Schedule on page 3 of the syllabus.

GRADING:

- **30% Weekly Discussion & Online Activities**
Activities and discussion are conducted online and will be reviewed regularly to assess a student's understanding of the material and continuous participation in the course.
- **20% Quizzes (2 at 10% each)**
Students will take two online quizzes to assess understanding of the concepts presented in the modules. Each quiz will be set for a specified period and cover a specific group of modules. Quizzes are open notes and students may use material presented in the course. Quizzes must be completed independently online.
- **20% Social Media Audits (2 at 10% each)**
Students will conduct two audits of competitors to an organization chosen for the final project. The audit will use information from the course to observe and analyze the social media practices of the identified competitor.
- **30% Final Project: Social Media Marketing Plan**
The course will culminate in a student's understanding of the material and application of the course content to a social media marketing plan for an identified organization, to be chosen by the student with instructor approval at the beginning of the course.

Grading Scale:

A	93-100	B	83-86	C	73-76	D	63-66
A-	90-92	B-	80-82	C-	70-72	D-	60-62
B+	87-89	C+	77-79	D+	67-69	F	0-59

COURSE OUTCOMES/COMPETENCIES: At the end of this course, it is the responsibility of the student to complete the following competencies:

- Understand the history of Social Media and recognize various platforms
- Manage social media within recommended guidelines and copyright regulations
- Use social media through content management
- Develop a social media plan
- Define target audience and develop personas
- Understand the benefits of social media, email and blogging

ONLINE CLASSROOM EXPECTATIONS:

- **Communication:** You are expected to check your college email regularly (several times throughout the week) for any communication from your instructor, peers, or the college. Failure to do so could result in missed information about class, assignments, etc. and could affect your grade.
- **Attendance/Participation:** Attendance each week for class is required unless excused by the instructor. You are expected to log in each week and submit assignments and engage in class discussion forums. Failure to do so could result in removal from the class.

- **Assignments/Late Policy:** All reading is expected to be completed during the week that it is assigned to ensure quality online participation and deliverables. Due dates for each assignment are listed in the attached class schedule and will be posted in Canvas. Assignments are due on the due date. Work submitted beyond the due date will not be accepted. All assignments must be typed, checked for spelling and grammar, and submitted online through Canvas. Points will be deducted from your grade for typos, spelling, and grammatical errors and overall sloppy work.
- **Submission of Assignments:** It is expected that all graded assignments be submitted through Canvas to receive grading.
- **Professionalism/Online Classroom Courtesy:** Please refrain from using profanity or otherwise inappropriate language in any course material or discussion board.
- **Cheating/Plagiarism:** No form of cheating or plagiarism will be tolerated. Anyone caught cheating/plagiarizing will receive a failing grade on the assigned work and/or the course.

COURSE SCHEDULE:

Wk.	Dates Monday – Sunday	Topic & Assignments
1	8/30-9/5	Module 1: Introduction <ul style="list-style-type: none"> ● Read the Syllabus ● Read/Watch: Module 1 (Readings, Videos, Lecture) ● Activity: Find a Social Media Job Description ● Online Discussion Forum
2	9/6-9/12	Module 2: Setting Goals and Strategies <ul style="list-style-type: none"> ● Read/Watch: Module 2 (Readings, Videos, Lecture) ● Activity: Creating SMART Goals ● Activity: Choose a Company for Your Final Project ● Online Discussion Forum
3	9/13-9/19	Module 3: Identifying Your Target Audience <ul style="list-style-type: none"> ● Read/Watch: Module 3 (Readings, Videos, Lecture) ● Activity: Define Your Target Audience ● Online Discussion Forum
4	9/20-9/26	Module 4: Social Media Platforms & Engagement <ul style="list-style-type: none"> ● Read/Watch: Module 4 (Readings, Videos, Lecture) ● Activity: Choosing Your Social Media Platforms ● Online Discussion Forum
5	9/27-10/3	Module 5: Partial Review <u>Quiz 1: Modules 1-4 (10% of Final Grade)</u> To be completed online through Canvas, independently.
6	10/4-10/10	Module 6: Microblogging, Stories, and Video <ul style="list-style-type: none"> ● Read/Watch: Module 6 (Readings, Videos, Lecture) ● Activity: Explore Business Resources for Social Media ● Activity: Review the Social Media Audit Outline (Upcoming Project) ● Online Discussion Forum

7	10/11-10/17	Module 7: Social Media Content <ul style="list-style-type: none"> ● Read/Watch: Module 7 (Readings, Videos, Lecture) ● Activity: Create 2 Shareable Pieces of Content in Canva or Spark ● Online Discussion Forum
8	10/18-10/24	Social Media in Action <u>Project: Audit 1 (10% of Final Grade)</u> Online Discussion Forum
9	10/25-10/31	Module 8: Managing Your Social Media Accounts <ul style="list-style-type: none"> ● Read/Watch: Module 8 (Readings, Videos, Lecture) ● Activity: Explore Hootsuite ● Activity: Choose a Company for the Audit (Upcoming Project) ● Online Discussion Forum
10	11/1-11/7	Module 9: Partial Review <u>Quiz 2: Modules 6-8 (10% of Final Grade)</u> To be completed online through Canvas, independently.
11	11/8-11/14	Social Media in Action <u>Project: Audit 2 (10% of Final Grade)</u> Online Discussion Forum
12	11/15-11/21	Module 10A: The Social Media Marketing Plan <ul style="list-style-type: none"> ● Read/Watch: Module 10A (Readings, Videos, Lecture) ● Activity: Review the Social Media Marketing Outline (Final Project) ● Online Discussion Forum
13	11/22-11/28	Module 10B: The Social Media Marketing Plan <ul style="list-style-type: none"> ● Read/Watch: Module 10B (Lecture) ● Activity: Review Feedback from Social Media Audit 1 and 2 ● Online Discussion ● <i>Thanksgiving, November 25-26</i>
14	11/29-12/5	Module 11: Content Strategies for Success <ul style="list-style-type: none"> ● Read/Watch: Module 11 (Readings, Videos, Lecture) ● Activity: Review Feedback from Social Media Audit 1 and 2 ● Online Discussion Forum
15	12/6-12/12	Final Project Work
16	12/13-12/17	Module 12: Final Project Turn in your Social Media Marketing Project under Module 12