

DOMINICAN COLLEGE
SOCIAL MEDIA MARKETING
COURSE SYLLABUS SUMMER 2019

Course: CS 310
Professor: Andrew Burns
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Course Description

This course presents the latest theories on brand building through social media environments. Students will learn to set objectives, create social media audits, use editorial calendars, write and publish social media posts, develop social media marketing plans, and track their effectiveness. Search-engine optimization and crowdsourcing will also be covered. Students will be expected to apply their knowledge by participating on different social media platforms through interactive class projects. This may require students to set up individual social media accounts.

Course Objectives

After completing this course, students should be able to:

- Define different types of social media channels along with key trends in this evolving medium.
- Describe and apply best practices for utilizing various social channels in integrated marketing plans.
- Research/ analyze audience behavior and needs in order to define target segments and develop appropriate marketing programs to achieve business objectives.
- Describe and apply marketing techniques used in social media. Position these techniques within the marketing plan.
- Create social media marketing campaigns with measurable objectives & monitor outcomes.
- Use search-engine optimization (SEO) and collaborative marketing to effectively market through social media.
- Learn how to create social media audits and use editorial calendars.
- Establish appropriate metrics of success for each medium.

Professor Burns' Promise to His Students

I promise to do everything I can to ensure you receive the most from this course. If you provide me with your best academic efforts, I will always meet you where you are and never lament about where I want you to be.

While this is an online class, if you have any questions or need me for anything, please feel free to email me. We can talk about it and figure out a solution together. Remember, I always have time for you.

How to Do Well in This Class in Two Easy Rules

1. Keep pace with the course work as there are no make-up assignments nor will late work be accepted.
2. Submit your assignments on time that reflect your best efforts.

Communication

College policy requires you to use your Dominican College e-mail address when communicating with me electronically. Please follow this policy unless instructed otherwise.

Reasonable Accommodations

Any student with a documented disability is welcome to contact the Office of Special Services in Rosary Hall at 845-848-4035, as early as possible in the semester, so reasonable accommodations can be made.

Statement on Academic Integrity

As students and faculty of Dominican College and as members of a larger academic community, we hold ourselves responsible for the maintenance of academic integrity. Our standard of integrity precludes any form of knowing and willful misrepresentation of one's work or performance in fulfilling course requirements or any other requisites for certificates and degrees (please see *Student Handbook* for further information). If you draw from the work of others on social media, websites, books, or magazines, that source must be cited. Plagiarism is a serious offense. Presenting someone else's work without properly documenting the source will result in failure for the assignment, and possible failure for the course.

Overview of Individual Assignments

Your individual assignments in this class will be graded based on a point system. (Listed prior to each assignment's point value is the percentage the assignment accounts towards your final course grade.)

Course Assessment

- 30% (300 points) **Discussion Board:** You will need to post to the discussion board on a daily basis. Some days you will only be required to make an initial post, whereas other days you will need to make an initial post responding to my question consisting of 150 – 200 words and a response post to a classmate, to which there is no minimum word requirement. You will be graded on the thoroughness of your responses, timeliness of responses, and grammar.
- 15% (150 points) **Case Studies:** We will examine 2 cases of companies that have faced a social media dilemma. For each case study you will write a brief, 2-3 page report identifying the issue and recommending the best solutions.
- 15% (150 points) **Social Media Marketing Plan:** You will develop a comprehensive Social Media Marketing Plan for either your personal brand or for an organization. The deliverables for the project include Research of the Industry, a Social Media Strategy and one Social Media Campaign. There are three central components to this assignment, which will be delineated as follows.
- Social Media Audit:** A template will be provided for you to assess your business' current social media footprint.
- Social Media Strategic Plan:** Once the Social Media Audit is complete, you will strategize how to fulfill your business' objectives using social media. The social media marketing plan will establish your future goals, and help determine how to achieve those goals.
- Social Media Editorial Calendar:** You will create a content strategy plan and a 30-day editorial calendar. The editorial calendar must outline at least five posts per week, per channel, for the 30 days. The content strategy plan will provide a general outline of the posts you will be publishing to the social media channels you selected in your social media strategy.
- 20% (200 points) **Social Media Advertising:** You will read and study material pertaining to advertising using Google AdWords, Facebook, Instagram, Twitter, Pinterest, YouTube, Canva, Hootsuite, and LinkedIn. Then, you will display your newly acquired advertising knowledge using each platform.
- 20% (200 points) **Final Exam:** This is a subjective exam covering all course readings. Concepts from the course and readings must be prominently featured in your exam, so you will need to have read and studied the course material to be successful.

Please note: You will be given more information outlining the expectations for each assignment listed above as the semester unfolds. Late work won't be accepted. ***It is extremely important to complete your work on-time, as no extensions will be granted to complete assignments, nor is late work accepted.***

Grade Computation

Assessment	Number of Times Assessed During Semester	Points for Each Individual Assessment	Total Class Points
Discussion Board	15	20	300 Points
Case Studies	2	75	150 Points
Social Media Marketing Plan	3	50	150 Points
Social Media Advertising	10	20	200 Points
Exams	1	200	200 Points
			Total: 1,000 Points

Grade Scale

Your final course grade will be determined on total points accumulated from the assignments above.

Letter Grade	Point Range		Letter Grade	Point Range		Letter Grade	Point Range		Letter Grade	Point Range
A	1000-960		B	879-840		C	759-720		D	639-600
A-	959-920		B-	839-800		C-	719-680		F	599-0
B+	919-880		C+	799-760		D+	679-640			

Grading philosophy:

A = Exceptional, error-free, analytical, thorough work

B = Above average in analysis, one or two errors – this is a good grade!

C = Average work, although it does not do anything more than being asked – this is not a terrible grade!

D = Below average

F = Unacceptable or not completed

Schedule of Assignments

Note: The following schedule is tentative and may change based on the needs of the class. All readings may be found on Blackboard in association with the day it is assigned.

DATE	TOPIC	ASSIGNMENTS	READINGS
Session One: Social Media Marketing Basics			
Day 1 May 29	<u>INTRODUCTION TO CLASS</u>	<ul style="list-style-type: none"> Discussion Board 	<ol style="list-style-type: none"> The Relationship Between Brand Engagement and Marketing We're All Connected The Basic Mistakes Social Media Companies Still Make
Day 2 May 30	<u>SOCIAL CONTAGION</u>	<ul style="list-style-type: none"> Discussion Board Social Media Audit (Case Study #1 Assigned) 	<ol style="list-style-type: none"> Dumb Ways to Die What Makes Content Go Viral?
Day 3 May 31	<u>BUILDING A BRAND</u>	<ul style="list-style-type: none"> Discussion Board Case Study #1 Due 	<ol style="list-style-type: none"> Branding 101 Brand in the Age of Social Media Crowdsourcing & Brand Control
Day 4 June 1	<u>USER GENERATED CONTENT</u>	<ul style="list-style-type: none"> Discussion Board Social Media Strategic Plan 	<ol style="list-style-type: none"> What Marketers Misunderstand about Online Reviews Online Reviews Are Playing Impressionable Mind Games How to Make Online Reviews Work for You How to Deal with Irate Customers Why Strategy is Key for Successful Social Media Sales
Day 5 June 2	<u>SOCIAL MEDIA METRICS</u>	<ul style="list-style-type: none"> Discussion Board Social Media Editorial Calendar 	<ol style="list-style-type: none"> Social Media Platform Attributes Social Media Demographics
Session Two: Advertising & Appearing on Google Search Results			
Day 6 June 3	<u>SEARCH ENGINE OPTIMIZATION</u>	<ul style="list-style-type: none"> Discussion Board (Case Study # 2 Assigned) 	<ol style="list-style-type: none"> SEO Search and Web
Day 7 June 4	<u>GOOGLE ANALYTICS</u>	<ul style="list-style-type: none"> Discussion Board Case Study #2 Due 	<ol style="list-style-type: none"> The Absolute Beginner's Guide to Google Analytics Porsche's Cayenne Launch
Day 8 June 5	<u>GOOGLE ADWORDS</u>	<ul style="list-style-type: none"> Discussion Board AdWords Assignment 	<ul style="list-style-type: none"> What is AdWords? The Essential AdWords Starter Guide
Session Three: Social Media Platforms			
Day 9 June 6	<u>FACEBOOK MARKETING</u>	<ul style="list-style-type: none"> Discussion Board Facebook Advertisement 	<ol style="list-style-type: none"> The Indispensable Power of a Story The Power of Consumer Stories The Ultimate Guide to Facebook Marketing
Day 10 June 7	<u>INSTAGRAM MARKETING</u>	<ul style="list-style-type: none"> Discussion Board Instagram Advertisement 	<ol style="list-style-type: none"> Bare Escentuals: Designing Story in a Digital World Why You Should Focus on an Instagram Marketing Campaign How to Create an Instagram Marketing Strategy Monetizing Any Instagram Account

Day 11 June 8	<u>TWITTER MARKETING</u>	<ul style="list-style-type: none"> • Discussion Board • Twitter Advertisement 	<ol style="list-style-type: none"> 1. Six Ways to Find Value in Twitter's Noise 2. Twitter Marketing for Business: The Essential Guide
Day 12 June 9	<u>PINTEREST MARKETING</u>	<ul style="list-style-type: none"> • Discussion Board • Pinterest Advertisement 	<ol style="list-style-type: none"> 1. Pinterest has 3.8x Greater Sales than other Campaigns 2. The Ultimate Pinterest Marketing Guide 3. Pinterest Monetization
Day 13 June 10	<u>YOUTUBE MARKETING</u>	<ul style="list-style-type: none"> • Discussion Board • YouTube Advertisement 	<ol style="list-style-type: none"> 1. YouTube Marketing 101 2. YouTube Marketing Strategies of 4 Successful Brands 3. Monetizing YouTube
Day 14 June 11	<u>HOOTSUITE</u>	<ul style="list-style-type: none"> • Discussion Board • Hootsuite Assignment 	<ol style="list-style-type: none"> 1. Hootsuite: The Powerful Social Media Management Tool
Session Four: Resume, Job Search, & Course Completion			
Day 15 June 12	<u>LINKEDIN, RESUMES, & CERTIFICATION PROGRAMS</u>	<ul style="list-style-type: none"> • Discussion Board • LinkedIn 	<ol style="list-style-type: none"> 1. Why You Should Be On LinkedIn
Day 16 June 13	FINAL EXAM	<ul style="list-style-type: none"> • Final Exam 	