

# BUSI 372, Social Media Marketing: Video & Mobile Marketing, Syllabus (3 credits)

## COURSE DESCRIPTION

Students learn the principles and methods of using YouTube as part of a marketing strategy, including how to set up a business channel, customize the environment, generate views, build community, share video across other social channels, and utilize advertising on YouTube. Streaming video apps and mobile marketing strategies are also introduced. *Prerequisite: BUSI 271 Social Media Marketing: Foundations & Strategies.*

## REQUIRED TEXTS & RESOURCES

Miles, J. G. (2014). *YouTube marketing power: How to use video to find more prospects, launch your products, and reach a massive audience.* New York: McGraw Hill Education.

ISBN: 978-0-07-183054-6

Rowles, D. (2017). *Mobile marketing: How mobile technology is revolutionizing marketing, communications, and advertising.* London: Kogan Page.

ISBN: 978-0749479794

NOTE: The Point University Bookstore may offer this textbook (s) in other formats. Information can found at [www.pointuniversityshop.com](http://www.pointuniversityshop.com).

## COURSE SCHEDULE

Each course begins on a Wednesday with a Getting Started module before moving into the week 1-7 content. The introduce yourself forum is required during the Getting Started module in order to be counted present during this half-week of instruction. The introduce yourself forum is open from the start of the course to the first Sunday. All posts are due by Sunday at 11:59 p.m. Participation is required to be marked present for this time period. Keep in mind that in future weeks, forum due dates may be different.

Unless stated otherwise, graded assignments are due on the last day of the course week (Sunday). <http://point.edu/course-schedules/>

Learning Activities	Graded Assignments	
Getting Started	Course Introduction	
	Review the Syllabus	
	Review Getting Started Introduction	
	Participate in Course Orientation	
	Introduce Yourself Forum (registers attendance)	Mandatory
Week 1	Mobile Marketing in Perspective	
	Read <i>Mobile Marketing Ch. 1-6 (p. 1-52)</i>	N/A
	View Ch. 1-6 PowerPoint/Videos	
	Discussion Board #1	Initial posts due Week 1, Day 5;

		reply posts due Week 1, Day 7
	Quiz #1	Due Week 1, Day 7
	Mobile Marketing Toolkit Report	Due Week 1, Day 7
	Mobile Marketing Project: Technology Selection	Due Week 1, Day 7
<b>Week 2</b>	<b>Mobile Sites, E-mail Marketing, &amp; App Building</b>	
	Read <i>Mobile Marketing</i> Ch. 7-10 (p. 53-120)  View Ch. 7-10 PowerPoint/Videos	N/A
	Discussion Board #2	Initial posts due Week 2, Day 5; reply posts due Week 2, Day 7
	Quiz #2	Due Week 2, Day 7
	Case Study — Pokémon Go	Due Week 2, Day 7
	Mobile Marketing Project: Technology Concept	Due Week 2, Day 7
<b>Week 3</b>	<b>Social Media, Mobile Search, &amp; Mobile Advertising</b>	
	Read <i>Mobile Marketing</i> Ch. 11-13 (p. 121-182)  View Ch. 11-13 PowerPoint/Videos	N/A
	Discussion Board #3	Initial posts due Week 3, Day 5; reply posts due Week 3, Day 7
	Quiz #3	Due Week 3, Day 7
	Case Study —Heineken Share the Sofa	Due Week 3, Day 7
	Mobile Marketing Project: Deliverable	Due Week 3, Day 7
<b>Week 4</b>	<b>Mobile Analytics</b>	
	Read <i>Mobile Marketing</i> Ch. 14-22 (p. 183-244)  View Ch. 14-22 PowerPoint/Videos	N/A
	Discussion Board #4	Initial posts due Week 4, Day 5; reply posts due Week 4, Day 7

	Quiz #4	Due Week 4, Day 7
	Case Study — Snapchat for Marketing	Due Week 4, Day 7
	Mobile Marketing Project: Marketing Plan	Due Week 4, Day 7
<b>Week 5</b>	<b>Power of Video Marketing</b>	
	Read <i>YouTube Power</i> Ch. 1-9 (p. 1-104) View Ch. 1-9 PowerPoint/Videos	N/A
	Discussion Board #5	Initial posts due Week 5, Day 5; reply posts due Week 5, Day 7
	Quiz #5	Due Week 5, Day 7
	Video Project: Client Selection	Due Week 5, Day 7
<b>Week 6</b>	<b>Successful Set Up and Social Strategies of Video Marketing</b>	
	Read <i>YouTube Power</i> Ch. 10-15 (p. 105-174) View Ch. 10-15 PowerPoint/Videos	N/A
	Discussion Board #6	Initial posts due Week 6, Day 5; reply posts due Week 6, Day 7
	Quiz #6	Due Week 6, Day 7
	Case Study — YouTube Success Stories	Due Week 6, Day 7
	Video Project: Video Concept	Due Week 6, Day 7
<b>Week 7</b>	<b>Generating Revenue in Video Marketing</b>	
	Read <i>YouTube Power</i> Ch. 16-19 (p. 175-219) View Ch. 16-19 PowerPoint/Videos	N/A
	Discussion Board #7	Initial posts due Week 7, Day 5; reply posts due Week 7, Day 7
	Quiz #7	Due Week 7, Day 7
	Video Project: 1-minute Video	Due Week 7, Day 7

## GRADING POLICIES

### Course Evaluation Plan

An assessment instrument (checklist, rubric, quiz, etc.) will accompany each major graded assignment. See the instructions for specific assignment criteria and accompanying grading instruments.

### Points Distribution

Graded assignments will be distributed as follows:

Graded Assignments	Points Possible
Online Forum Discussion (7 x 15 pts each)	105
Quiz (7 x 10 pts each)	70
Mobile Marketing Toolkit Report	45
Case Study (4 x 30 pts each)	120
<b>Mobile Marketing Project</b>	
Technology Selection	30
Technology Concept	75
Deliverable	150
Marketing Plan	75
<b>Video Marketing Project</b>	
Client Selection	30
Video Concept	75
1-minute Video	150
Marketing Plan	75
<b>Total Points:</b>	1000

### Final Grades

The following scale will be used when calculating final grades:

A	90-100%	D	60-69%
B	80-89%	F	0-59%
C	70-79%		

Final grades will be posted according to the Academic Calendar:

<http://point.edu/academic-calendar/>

# COURSE LEARNING GOALS & OBJECTIVES

## TIME REQUIREMENTS & COMMITMENTS

This course is 3 credit hours. Regarding time on task, students can expect to spend approximately 16 hours per week for an undergraduate course.

<b>Goal 1:</b> Students gain an understanding of how video and mobile marketing is revolutionizing marketing, communications, and advertising.		<b>6.1</b>
	<b>Objective 1.1:</b> Describe how consumers use technology and consume content in the age of mobile marketing	<b>6.1</b>
	<b>Objective 1.2:</b> Observe by what means mobile accessibility has changed traditional commerce and business culture	<b>6.1</b>
	<b>Objective 1.3:</b> Examine in what ways a business or organization predicts, adapts to, and prepares for future technological changes	<b>6.1</b>
<b>Goal 2</b> Students learn how video marketing helps businesses or organizations to find prospective customers, promote products, and reach their target audience.		<b>6.1, 6.2, 6.3</b>
	<b>Objective 2.1:</b> Discuss the benefits and challenges of video marketing for businesses and organizations	<b>6.3</b>
	<b>Objective 2.2:</b> Demonstrate best practices for video marketing, specifically in setting up and maintaining a YouTube channel	<b>6.3</b>
	<b>Objective 2.3:</b> Analyze social strategies for YouTube and ways it can be used to increase customer engagement and conversion	<b>6.1</b>
	<b>Objective 2.4:</b> Outline ways YouTube can be used as revenue generating platform	<b>6.1</b>
	<b>Objective 2.5:</b> Set up and measure marketing goals on video platforms using in-app and third-party analytics	<b>6.2</b>
<b>Goal 3:</b> Students study key technologies and practical challenges for businesses and organizations in mobile marketing		<b>6.2</b>
	<b>Objective 3.1:</b> Define mobile design principles for websites and comprehend the importance of user-centered, responsive design	<b>6.2</b>
	<b>Objective 3.2:</b> Model the e-mail marketing process, including audience building, list segmentation, and e-mail design	<b>6.2</b>
	<b>Objective 3.3:</b> Develop and implement mobile apps using best practices	<b>6.2</b>
	<b>Objective 3.4:</b> Identify the uses of other types of mobile marketing, included augmented/virtual reality, quick response codes, instant messaging, and other developing technologies	<b>6.2</b>
	<b>Objective 3.5:</b> Set up and measure marketing goals for mobile technologies	<b>6.2</b>
<b>Goal 4:</b> Students examine how video and mobile marketing best fits into an overall marketing strategy for a business or organization		<b>6.1</b>
	<b>Objective 4.1:</b> Discuss how videos can be used to direct traffic to a business website, sell a good or service, or build a brand	<b>6.1</b>
	<b>Objective 4.2:</b> Analyze how a business or organization selects and implements a mobile technology to support their marketing strategy	<b>6.1</b>
	<b>Objective 4.3:</b> Create benchmarks, objectives, tactics, and analysis in a video or mobile marketing strategy	<b>6.1</b>
<b>Goal 5:</b> Students gain technical proficiency in establishing, growing, and maintaining video and mobile marketing applications		<b>6.2</b>

<b>Objective 5.1:</b> Film, edit, and upload videos to social platforms such as YouTube	<b>6.2</b>
<b>Objective 5.2:</b> Research best practices for building, maintaining, and promoting a vlog	<b>6.2</b>
<b>Objective 5.3:</b> Develop mobile marketing strategies using technologies such as websites, e-mail service providers, application development, etc.	<b>6.2</b>

## DISABILITY SERVICES

Point University is committed to providing qualified students with disabilities an equal opportunity to access a Point education through the provision of reasonable and appropriate accommodations and support services. Accordingly, Point complies with Title IX (<https://point.edu/title-ix>) of the Educational Amendments of 1972 and the subsequent reauthorization of that act, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990 and subsequent amendments to that act. For more information about Disability Support Services, see the “Consumer Information” section of the website (<http://point.edu/disclosures>) and the “Student Services” section of this catalog, or contact the Director of Disability Services and College Section 504 Coordinator, at [disability.services@point.edu](mailto:disability.services@point.edu).

## COURSE EXPECTATIONS

### *Attendance*

A student is expected to actively participate in each week of the class in which he or she is enrolled. Active participation each academic week includes submitting classwork in one or more of the following activities within the course during the week they are due: discussion forums, assignments such as (but not limited to) projects, papers, presentations, case studies, quizzes, or exams. Students may be absent up to 25% of the class. After absences exceed 25% of the session or term’s total – in either consecutive or cumulative days – the student will be withdrawn from the class roster and assigned a grade on the basis of work completed at the time of withdrawal unless, because of exceptional circumstances, prior arrangements have been made with the professor and the Chief Academic Officer.

Students representing the university, such as student-athletes, remain responsible for submitting work online within the week it is due to be counted present. No student will be disadvantaged while representing the university. However, the responsibility is on the student to notify faculty no later than one week before missing class for any reason, to ensure time for content to be made available to them and for make-up work to be considered and arranged. It is expected that students will limit their absences outside of these required absences, as they will be dropped if they overcut the allowed number of absences.

The full attendance policy is found in the catalog (<https://point.edu/catalogs/>).

### *Etiquette & Netiquette*

Students are expected to be respectful and well-mannered towards the instructor and their peers, whether in the physical classroom or the online course site. For guidance on meeting this expectation, particularly in the online environment, please see the materials provided during student orientation or reach out to [advising.center@point.edu](mailto:advising.center@point.edu).

### *Policies*

For academic policies governing attendance, late assignments, and student support, please refer to the Academic Catalog directly (<https://point.edu/catalogs/>).

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