Social Media Marketing

Class Title: Social Media Marketing (3 units)
Course Number: BUS 105, Ticket #19450
Units: 3
Dates: January 17 – May 25, 2017
Days: Mondays, 7:00 – 8:50 p.m.
Room: BGS 245

Instructor Information
Rebecca Knapp, MBA
Email: rknapp@saddleback.edu
Office Phone: (949) 582-4613

Course Description
Explores implications, opportunities and challenges for business and communications professionals using social media and contemporary advertising for organizations. Students will participate in creation of a vast array of social media sites, resources, applications and tools, as well as evaluate the impact, effectiveness and design of various elements of advertising strategy and campaigns.

Learning Objectives
Upon completion of this course, the student will be able to:
1. Demonstrate understanding and evaluate new tools and social media platforms.
2. Describe and use social media tools and software to reach specific business and communications objectives.
3. Participate practically, ethically and effectively in social media with an awareness of legal and ethical implications of use.
4. Participate in collaborative learning projects, both online and offline, to increase understanding of crowd sourcing and the social and cultural effects of social media.
5. Demonstrate development of professional communication skills by working on real-world projects and building a business/professional online presence.

Student Learning Outcomes
1. Students will use social media tools and software to reach specific business and communications objectives.
2. Students will be able to use crowdsourcing for appropriate projects.
3. Students will build a business/professional online presence.

Required Textbooks:

HOW, WHEN AND WHERE TO FIND PROF. KNAPP

OFFICE HOURS:
Mondays and Wednesdays from 11:00 a.m. – 1:30 p.m. in BGS 226, Office 210

Or, you can always reach me at (in order of preference):
E-mail: rknapp@saddleback.edu
Zoom: Zoom.us/j/3950243753
Phone: (949) 582-4613
COURSE POLICIES

General Expectations
- All written assignments must be typed to be considered for credit.
- Students will respect that it may take up to 48 hours for the professor to respond to an email inquiry, and understand that sending numerous follow-up emails within that 48-hour period will not expedite a response.
- Students struggling in the course will come to the professor to seek guidance sooner than later.
- Students will conduct themselves in a professional and mature manner at all times while in class, working with teams and communicating online (email, Blackboard, etc.).
- Students are expected to take responsibility for their own learning. It is not the professor’s responsibility to manage your time, deadlines or out-of-class project requirements.

Technology in the Classroom
Please turn your cell phone off (or at least to “silent”) upon entering the classroom, and refrain from texting during class. You are encouraged to bring laptops and iPads to class each week, with the understanding that they are used for note taking and in class activity purposes only.

Attendance
Absences will adversely affect your learning and ultimately, your grade. Please contact me prior to class if you must miss class, and see the student handbook and college catalog for a summary of student responsibilities and college regulations related to attendance.

Late Assignments
Assignments are considered late if they are turned in any time after the day of class they are due. Late assignments will have the grade reduced by one level (A to B, etc.) if turned in within one week of the due date. After eight days, and unless there are extenuating circumstances, the assignment will be given a zero. Makeup tests will be granted only if the instructor approves the absence in advance of the test date.

Plagiarism Policy
Academic integrity is taken very seriously in this course. Plagiarism is any conduct in academic work or programs involving misrepresentation of someone else’s words, ideas or data as one’s original work. Cheating is the use of any unauthorized materials, or information in academic work, records or programs, the intentional failure to follow express directives in academic work, records or programs, and/or assisting others to do the same.

You are responsible for authenticating any assignment submitted to an instructor. If asked, you must be able to produce proof that the assignment you submit is actually your own work. Therefore, I recommend that you engage in a verifiable working process: keep copies of all drafts of your work, make photocopies of your research materials, write summaries of research materials, save writing center receipts, keep logs or journals of your work, save drafts/revisions of assignments under different file names, etc. The inability to authenticate your work, should I request it, is sufficient grounds for failing the assignment.

Academic dishonesty, including, but not limited to falsification, plagiarism, cheating or fabrication, which compromises the integrity of an assignment, a college record or a program is in violation of Saddleback College’s Student Code of Conduct. Please review your Student Handbook to fully understand your responsibilities within this important college policy.

Accommodations for Students with Disabilities
This course meets the requirements set forth in the accessibility checklist and universal design grid provided by Special Services. The Web pages, video presentations, textbooks and class materials used in this course are accessible to students with disabilities.
ASSESSMENT OF STUDENT LEARNING

Reading Assignments
Complete assigned readings before class. Come prepared to discuss them and share examples.

Weekly Participation
Contribute thoughtfully to discussions and activities at least once in every class session to earn full participation credit.

Social Media Pre-Test
At the start of the semester, every student is expected to complete a social media pre-test to give the professor a better idea of the spectrum of learners in the course. Further details on the outcome of this pre-test will be discussed in class.

ePortfolio
Students will create an ePortfolio on which to post their Social Media Marketing Badge work. Further details will be shared in class.

Social Media Marketing Badges
Students are expected to earn THREE social media badges. There are nine badges to choose from: Constant Contact, Facebook, Google+, Instagram, LinkedIn, Pinterest, Twitter, Vine, and SMM Campaign. To earn a badge, you must complete at least TWO of the following elements: Project, Discussion Post, Social Media Marketing Audit (case study), or a Udemy Lesson. This process starts by completing the SMM Badge Plan, which is done at the start of the semester. Details and links to content for each badge are posted in our Blackboard classroom.

Virality Timeline Project
Viral social media events have a life cycle just like a new product or service. Students will track posts related to a breaking, viral news or social event online, and create a timeline of its life cycle using an online platform shared in Blackboard.

“A Day in the Life Of a College Student” Project OR 30-Days of Social Media Project
To practice creating a social media campaign, students will choose ONE of two projects to complete. “A Day in the Life of a College Student" requires 30 social media posts, documenting events, activities, experiences, thoughts, etc. of a typical Saddleback College student. The 30-Days of Social Media Project requires 30 social media posts related to a business, campaign, or other topic of your choice (must be professor-approved) following a social media plan that will be provided by the professor. Details on both projects will be shared more thoroughly in class.

500 Tips & Analytics Projects
These projects will be completed in class with partners or groups. Details on both projects will be shared more thoroughly in class.

Battle of the Buzz
Time to put everything you will have learned into action! This project is a multi-class social media contest, and teams will be formed between the hybrid and online sections of BUS 105. Once a topic is mutually agreed upon, teams will be challenged with taking their viewpoint/side as viral as possible. Extensive details about this creative challenge will be shared in class.

Final Exam
The final exam will be a comprehensive review of all material covered in the course throughout the semester.

EXTRA CREDIT CERTIFICATION OPPORTUNITIES

OPTIONAL HootSuite University Certification
HootSuite is the industry standard dashboard for social media marketing professionals. Five courses are completed using online, video courseware packages, and learning is supplemented by lecture series sessions on specific topics of interest. Completion of the program earns students industry-recognized credentials to place on resumes, professional web sites and social media profiles.

OPTIONAL HubSpot Inbound Marketing Academy Certification
HubSpot's Inbound Marketing Certification includes nine classes that cover the core elements of inbound marketing strategy. These classes are the bread and butter of what inbound marketing is all about.
**Course Evaluation**

Weekly Participation: 65 points total (13 classes x 5 points each)
Check-In Activities: 20 points
Social Media Pre-Test: 25 points for completion (Your score doesn't affect your grade)
SMM Badge Plan: 15 points
Battle of the Buzz: 100 points
Analytics Project: 100 points
Final Exam: 100 points

**Social Media ePortfolio (web site)**

- ePortfolio Set-Up: 25 points
- Badge #1: 100 points
- Badge #2: 100 points
- Badge #3: 100 points
- 500 Media Tips Project: 50 points
- Virality Tracking Project: 100 points
- Day in the Life OR 30 Days of SMM Project: 100 points

**Extra Credit Opportunities**

- Additional Badges: 50 points of Extra Credit each
- Partial Badges: 15 points of Extra Credit for individual assignments within each badge
- HootSuite Certification: 25 points of Extra Credit
- HubSpot Certification: 25 points of Extra Credit

**Total Possible** 1,000 Points

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<thead>
<tr>
<th>Grading Scale:</th>
<th>1,000 Points</th>
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<tbody>
<tr>
<td>A = 90-100%</td>
<td>B = 80-89%</td>
</tr>
<tr>
<td>C = 70-79%</td>
<td>D = 60-69%</td>
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<td>F = 59% and below</td>
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**REQUIRED ENTRY SKILLS**

1) Willingness and ability to set up a Facebook, Twitter, Vine, Instagram, YouTube, Pinterest and possibly other similar social media profiles. (Note: You will not be required to set up a profile using your real name or information. However, you will be required to set up such profiles using aliases or pseudo names).

2) Basic knowledge of social media terms and concepts, including basic concepts such as: hashtags, followers, likes, tweets, posts, tags, trending stories, etc. (If these are foreign to you, consider enrolling in CIMW 207, Ticket # 22385 first.)

3) Access to a computer, smartphone, tablet, iPad or other device with internet access and the ability to download applications. (Either iOS or Android is acceptable.)

4) A willingness to experiment with technology, fearlessness of failure, and an open mind, eager to discover new marketing opportunities using social media tools and applications.
# COURSE SCHEDULE AND CONTENT OUTLINE

*(Subject to Revision and Unexpected Changes)*

Work you are responsible to submit each week is highlighted in **BOLD**. Extra Credit is listed in *italics*. Deadlines are 11:59 p.m. on the date listed for all assignments.

<table>
<thead>
<tr>
<th>Week</th>
<th>In-Class Activities</th>
<th>Homework</th>
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<tbody>
<tr>
<td>Week 1 1/16</td>
<td>MLK JR. HOLIDAY – NO CLASS  •  Familiarize Yourself with Blackboard</td>
<td>□ Buy (at least) the 500 Tips book</td>
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<tr>
<td>Week 2 1/23</td>
<td>Introductions, Syllabus Review, Housekeeping  Social Media Pre-Test</td>
<td>□ Buy book(s)</td>
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<tr>
<td>Week 3 1/30</td>
<td>ePortfolio Set-Up, Badge Plan  Introduce Social Media Virality Project  Introduce “Day in the Life” and “30 Days of SMM” Projects</td>
<td>□ Post ePortfolio link to Wiki – due 2/5  □ Getting Started Assignments – Due 2/5  □ Read Chapter 1</td>
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<tr>
<td>Week 4 2/6</td>
<td>(Ch.1) Why Social Media?</td>
<td>□ Read Chapter 2</td>
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<tr>
<td>Week 5 2/13</td>
<td>(Ch.2) Goals and Strategies</td>
<td>□ Read Chapter 3  □ Badge #1 – due 2/26</td>
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<td>2/20</td>
<td>PRESIDENT’S DAY HOLIDAY – NO CLASS</td>
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<tr>
<td>Week 6 2/27</td>
<td>(Ch.3) Identifying Target Audiences</td>
<td>□ Read Chapter 4</td>
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<td>Week 7 3/6</td>
<td>(Ch.4) Rules of Engagement for Social Media</td>
<td>□ Badge #2 – due 3/12</td>
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<tr>
<td>Week 8 3/13</td>
<td>In-Class 500 SMM Tips Project, Macarthy book</td>
<td>□ Complete 500 Tips Assignment – due 3/26</td>
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<td>3/18-3/26</td>
<td>SPRING BREAK – NO CLASS</td>
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<td>Week 9 3/27</td>
<td>Catch-Up Week: ePortfolio Fine Tuning, Social Media Virality Check-Up, Projects Check-Up, Badge Coaching</td>
<td>□ Badge #3 – due 4/2  □ Read Chapter 10</td>
</tr>
<tr>
<td>Week 10 4/3</td>
<td>(Ch.10) Social Networks</td>
<td>□ Read Chapter 15</td>
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<tr>
<td>Week 11 4/10</td>
<td>(Ch. 15) Social Media Marketing Plan</td>
<td>□ “Day in the Life of...” OR “30 Days of SMM” Project Due 4/9</td>
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<tr>
<td>Week 12 4/17</td>
<td>BATTLE OF THE BUZZ</td>
<td>□ Work on Battle of the Buzz w/Your Team</td>
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<td>Week 13 4/24</td>
<td>BATTLE OF THE BUZZ (ends 4/30)</td>
<td>□ Complete Battle of the Buzz w/Your Team  □ Read Chapter 14</td>
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<td>Week 14 5/1</td>
<td>(Ch.14) Social Media Monitoring</td>
<td>□ Finalize ePortfolio</td>
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<td>Week 15 5/8</td>
<td>In-Class Analytics Project</td>
<td>□ Complete Analytics Project – due 5/14</td>
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**FINAL EXAM – Monday, May 22 – 7:30-9:30 PM – Usual Classroom**