



CATALOG DESCRIPTION: This course is designed to build students' social media marketing skills by utilizing projects that give students hands on experience implementing social media marketing strategies. Topics include integrating different social media technologies into a marketing plan, creating social media campaigns, and applying appropriate social media tools. Upon completion, students should be able to use social media technologies to create and improve marketing efforts for businesses.

PREREQUISITE(S): BUS-120, Business Organization & Management

COREQUISITE(S): ENG 140 or appropriate placement score

CREDITS: 3 **HOURS:** 3

REQUIRED TEXT(S): Social Media Marketing: A Strategic Approach, 3rd Edition
Melissa S. Barker | Donald I. Barker | Debra Zahay | Mary Lou Roberts | Janna M. Parker
ISBN: 978-0-357-51618-8 © 2023, 2019, 2013

CENGAGE COURSE CODE:

SUPPLEMENTAL MATERIALS:

INSTRUCTOR INFORMATION:

OFFICE HOURS:



CORE COMPETENCIES: The following core competencies are embedded in this curriculum: Basic Communication, Quantitative Reasoning, Information Literacy, Critical Thinking, Appreciation for Diversity, and Leadership.

LEARNING ASSESSMENT

<i>Student Learning Outcomes:</i>	<i>Suggested Means of Assessment:</i>
Define social media marketing and explain why social media is important today to businesses around the world	Quizzes, Narrative Essays, Marketing Plan, Case Study, Exams
Explain the characteristics of SMM in ways that that makes it different from traditional offline marketing	Quizzes, Narrative Essays, Marketing Plan, Case Study, Exams
Explain how to create various social media strategies	Quizzes, Narrative Essays, Marketing Plan, Case Study, Exams
Explain the importance of audience targeting in SMM and describe the targeting process	Quizzes, Narrative Essays, Marketing Plan, Case Study, Exams
Define <i>big data</i> and explain its role in SMM targeting	Quizzes, Narrative Essays, Marketing Plan, Case Study, Exams
Explain how to make ethical social media decisions	Quizzes, Narrative Essays, Marketing Plan, Case Study, Exams
Explain ways in which both B2C and B2B marketers use social networks	Quizzes, Narrative Essays, Marketing Plan, Case Study, Exams
Define content marketing and explain its marketing benefits	Quizzes, Narrative Essays, Marketing Plan, Case Study, Exams
Describe how consumer use of television and video are changing	Quizzes, Narrative Essays, Marketing Plan, Case Study, Exams
Identify main issues related to using apps and to purchasing on mobile devices	Quizzes, Narrative Essays, Marketing Plan, Case Study, Exams
Identify some of the issues in choosing the right social media metrics, both quantitative and qualitative	Quizzes, Narrative Essays, Marketing Plan, Case Study, Exams
Define the key elements of a SMM plan and describe how to implement the plan	Quizzes, Narrative Essays, Marketing Plan, Case Study, Exams

GRADING SYSTEM:		C+	=	77 < 80	
A	=	90 < 100	C	=	70 < 77
B+	=	87 < 90	D	=	60 < 70
B	=	80 < 87	F	=	Below 60



DISABILITY SERVICES STATEMENT: Warren County Community College is committed to providing all students equal access to learning opportunities. Student Services is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations. Students who have, or think they may have, a disability (e.g. mental health, learning, vision, hearing, physical or systemic), are invited to contact Student Services to arrange a confidential discussion at (908) 835-2300 or by email at StudentServices@Warren.edu as soon as possible. Students registered for Disability Services with Student Services, who have requested accommodations for the current semester will be provided with an electronic letter detailing individual accommodations and are encouraged to contact the instructor early in the semester to discuss accommodations outlined in their letter.

INSTRUCTIONAL SUPPORT CENTER: The Instructional Support Center (ISC), located in Room 105 across from the library, provides academic support at no cost to WCCC students and is available for courses in which they are currently enrolled. The ISC is staffed with trained professional and peer tutors who are ready to help you understand and succeed. For scheduling or further information, visit the ISC in person, online at <http://www.warren.edu/tutoring/> or by telephone at (908)835-2354.

STATEMENT AND POLICY ON CHEATING, PLAGIARISM AND ACADEMIC DISHONESTY: Students are required to perform all the work specified by the instructor, and are responsible for the content and integrity of all academic work submitted. A violation of academic integrity will occur if a student: (1) knowingly represents work of others as one's own, (2) uses or obtains unauthorized assistance in any academic work, (3) gives fraudulent assistance to another student, or (4) furnishes false information or other misuse of college documents.

In cases of suspected violation of academic integrity, the incident is to be reported to the Office of Academics. A student found guilty of violating the rule of academic integrity by the Vice President of Academics will be considered to have failed in personal obligation to the College; such failure will be subject to disciplinary action by the College. Unless otherwise notified, the instructor will allow students who are pending disciplinary action to attend class.

REQUIRED FORMAT FOR RESEARCH PAPERS: Research papers written for any Warren County Community College class must conform to the required documentation style. Papers written for humanities (and some social science) classes will follow the most recent edition of the Modern Language Association (MLA) in-text citation and bibliographic methods. Social science and science papers will require the use of the most recent edition of the American Psychological Association (APA) in-text citation and bibliographic methods.

Please consult with your instructor regarding the correct documentation style to use in his/her class.

ATTENDANCE POLICY: Students are expected to attend all class sessions of courses in which they are enrolled and are responsible for all material presented in class and all homework assignments.



Grades are based on the quality of work completed in meeting the requirements for a particular course, as stated in the course syllabus and catalog description.

Excessive absence may be considered sufficient cause for dismissal from class by an instructor or other appropriate college staff member. Any decision to exclude a student from class or the College due to excessive absence shall be subject to review by the President in accordance with established procedures. Students who have not attended class are not entitled to a refund of tuition.

WCCC HAYTAIAN & MAIER LIBRARY: (908) 835-2336 <http://warren.libguides.com>

Library Hours

Monday-Thursday 8am-8pm

Friday 8am-3pm

Check the Academic Calendar for specific holiday dates. Exceptions may apply during breaks and summer sessions. Any changes to the Library's hours are posted on the Library's web page and near the Library doors.

- **Passwords and Log-Ins-**The Library is responsible for resetting passwords for your Network account (email, computers, Wi-Fi, library resources, and printing). This cannot be reset over the phone. Please stop by the Library for help.
- **College IDs-**College IDs are required for all students. The Library is responsible for producing all ID cards. To get an ID card you must bring to the Library a current copy of your class schedule and another form of ID. Your student ID is also your library card and is needed to check materials out of the Library. Your first ID card is free and replacement cards are issued at a cost to the student.
- **Inter-Library Loan (ILL)-**The Library participates in a nation-wide inter-library loan program which is available free to all students and faculty. You can either submit ILL requests via the Internet (form available on the Library's web page) or in person at the circulation desk.



TOPICAL OUTLINE:

The role and Importance of social media marketing in today's business world
Setting goals and creating strategies
Identifying Target Audiences
Rules of engagement for SMM and platforms and SM sites
Content creation and sharing blogging, streaming video, podcasts, and webinars
Video marketing and marketing on photo sharing sites
Social bookmarking and news aggregation, collaboration.
Content Marketing: Publishing Articles, White Papers, and E-books.
Mobile Marketing on Social Networks.
Monitoring Social Media
Tools for managing the SMM effort and creating a SMM plan

GRADING METHODS:

ITINERARY: