



COURSE OUTLINE : BUSAD 165

D Credit – Degree Applicable

COURSE ID 010407

Cyclical Review: September 2020

COURSE DISCIPLINE : BUSAD
COURSE NUMBER : 165
COURSE TITLE (FULL) : Social Media Marketing II
COURSE TITLE (SHORT) : Social Media Marketing II

CATALOG DESCRIPTION

BUSAD 165 introduces students to social media platforms such as Facebook, Twitter, Instagram, LinkedIn, YouTube, Yelp, and Pinterest. Students will learn how to use these media forms either as a stand-alone vehicle or as a component of an overall media plan. The class touches on how each of these channels can be optimized most effectively for professional objectives such as creating a targeted advertising campaign or how to achieve overall campaign success. Determining the level of social media campaign success is possible through various analytics programs covered in class, including Facebook Insights and Google Analytics. The course serves as a foundation for later specialized study and directs the thinking of students to possible entrepreneurial ventures or careers in social media marketing.

Total Lecture Units: 3.00

Total Laboratory Units: 0.00

Total Course Units: 3.00

Total Lecture Hours: 54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 54.00

Total Out-of-Class Hours: 108.00

Recommended Preparation: BUSAD 163 or equivalent.



ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1				Fundamental knowledge of social media platforms	Yes
2				Knowledge of the functionality and framework of popular social media platforms	Yes
3				Proficient knowledge of Microsoft Suite	Yes
4	BUSAD	163	Social Media Marketing I	Cite the various elements that comprise the visual side of social media branding including color, logo, value proposition, style, and touchpoints	No
5	BUSAD	163	Social Media Marketing I	describe the nuances involved in targeting different audiences	No
6	BUSAD	163	Social Media Marketing I	Define analytics and goals in relation to CRM (Customer Relationship Management)	No
7	BUSAD	163	Social Media Marketing I	Create a domain name and compare with URLs	No
8	BUSAD	163	Social Media Marketing I	Identify the elements of a Unique Selling Proposition (USP) and understand how the proposition relates to the development of: Overall site content, SEO (Search Engine Optimization), PPC (Pay Per Click) and Copywriting	No
9	BUSAD	163	Social Media Marketing I	Learn the history and evolution of social media	No
10	BUSAD	163	Social Media Marketing I	Appreciate the ethics of social media marketing and determine how to be compliant	No
11	BUSAD	163	Social Media Marketing I	Identify the key categories of a social media budget	No
12	BUSAD	163	Social Media Marketing I	Develop a brand style guide in preparation for the design of a website	Yes

EXIT STANDARDS

- 1 Identify social media campaign goals;
- 2 identify the different social media channels;
- 3 recognize when to utilize the different social media channels;
- 4 apply social media marketing analysis;
- 5 identify personal and business marketing strategies for each of the following social media platforms: Facebook, Twitter, Instagram, LinkedIn, YouTube, and Yelp.



STUDENT LEARNING OUTCOMES

- 1 describe how social media analytics function and enable marketers to make informed, data-driven decisions
- 2 analyze how various social media channels are utilized for personal and business purposes;
- 3 describe the required information to initiate and maintain a social media campaign

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Social Media Governing Strategies <ul style="list-style-type: none"> • The Social Media Campaign Goals • The Target Consumer’s Persona • The Competitor’s Social Media Strategies • The Selection of Social Media Channels • Utilizing Social Media Channels • Relevant Activity 	9	0	9
2	Facebook Marketing Strategies <ul style="list-style-type: none"> • History • Personal • Business • Advertising • Running a Targeted Campaign • Analytics • Relevant Activity 	9	0	9
3	Twitter Marketing Strategies <ul style="list-style-type: none"> • History • Personal • Business • Advertising • Running a Targeted Campaign • Analytics • Relevant Activity 	7	0	7



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4	<p>Instagram</p> <ul style="list-style-type: none"> • History • Personal • Business • Advertising • Running a Targeted Campaign • Analytics • Relevant Activity 	7	0	7
5	<p>LinkedIn Marketing Strategies</p> <ul style="list-style-type: none"> • History • Personal • Business • Advertising • Running a Targeted Campaign • Analytics • Relevant Activity 	7	0	7
6	<p>YouTube Marketing Strategies</p> <ul style="list-style-type: none"> • History • Personal • Business • Advertising • Running a Targeted Campaign • Analytics • Relevant Activity 	7	0	7
7	<p>Yelp Marketing Strategies</p> <ul style="list-style-type: none"> • History • Personal • Business • Advertising • Running a Targeted Campaign • Analytics • Online reputation management • Relevant Activity 	8	0	8
				54



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OUT OF CLASS ASSIGNMENTS

- 1 social media strategy project (e.g. interview a small business owner, develop a social media strategy, and present a campaign to the class and the business owner).

METHODS OF EVALUATION

- 1 class participation
- 2 midterm examination
- 3 Group Presentation
- 4 Final Examination

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
Digital Marketing Fundamentals		Mujo Learning Systems			Shawn Moore	9781523939572	2017