**MRKT 180: Social Media Marketing**

COURSE: MRKT 180: Social Media Marketing

LOCATION: Cloud 103

CRN 32900 001

DAYS/TIMES: MW 12:40 PM – 1:55 PM

INSTRUCTOR: Mrs. Marilyn Goodman

OFFICE LOCATION/HOURS: Email: to schedule appointment

EMAIL ADDRESS: mgoodman@ccsf.edu

TEXTBOOK *(Optional):* Social Media Marketing Workbook,

 Jason McDonald

### CLASS WEBSITE CCSFmarkting.com

ELECTRONIC REQUIREMENTS: Computer laptop, tablet, cell phone

### Course Description:

This course provides an introduction to social media marketing.

This course is designed to build students’ social media marketing skills by working on projects that give students hands on experience implementing social media marketing campaigns and strategies. Topics include integrating targeted social media platforms into a marketing plan, creating social media marketing campaigns, and developing content specific to different social media platforms: Facebook, Instagram, Snapchat, Pinterest, YouTube, etc. Upon completion, students will be able leverage and integrate social media to promote products, services and brands.

Social media has become an integral part of marketing and advertising. Because of the importance of this exploding media, students now need a course devoted to understanding the strategies and tactics driving social media marketing in order to fully understand today's marketing environment and its impact on a business’s brand and profitability. This course teaches students how to integrate social media strategies and platforms in consumer and business marketing plans and will be required for the Marketing certificate and Marketing major.

**Prerequisites:** none.

**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 marketing plans.
* Research/ analyze audience behavior and needs in order to define target segments (personas) and develop appropriate marketing programs to achieve business objectives.
* Create social media marketing campaigns with targeted objectives.
* Identify and define appropriate metrics of success for each medium.
* Demonstrate the ability to create a website, LinkedIn, Facebook, Instagram, Pinterest, blog, and YouTube campaign.

### Methods of Learning

A variety of techniques will be used to enhance your learning for this course. These include lecture, discussion, debates, exams, video cases, in-class group activities, out-of-class individual assignments, and Internet research. You are expected to come to every session having completed your reading and/or other assignments. Bring your book to class every time. You will be using it.

### Course Evaluation

You will have several opportunities to demonstrate your knowledge and understanding of the principles taught in this course. Though much of the learning is actually achieved in-class, you are expected to complete certain assignments before class and to turn in outside assignments on time.

Exams (4) 200 points

Research Papers/Assignments (4) 200 points

Total 400 points

400 – 360 A

359 – 320 B

319 – 280 C

279 – 240 D

239 below F

The grading scale for course grades will be 90% and above: A, 80% to 90%: B, 70% to 80%: C, 60% to 70%: D, and less than 60%: F.

**Attendance and Course Completion**

**Four** absences or lack of satisfactory completion of assignments may result in your being dropped from the class or receiving an unsatisfactory grade.

Please turn off and put away (out of site) all cell phones. Do not text or leave class to take a phone call.

All research assignments must be **typed, developed online** and submitted prior to class starting.

There will be no make-up exams given.

There will no late research paper assignments accepted. (please don’t ask)

Let me know if you need any accommodations (I’ll work with you to make sure you are successful)

**Social Media Marketing**

**Course Content:**

**Chapter 1: Introduction to Social Media**

* The Evolution of Social Media
* Different types of social media platforms
* Advantages and disadvantages of social media
* Commonly used social media metrics
* Why social media marketing is important.
* Paid, Owned and Earned media in the context of social media

**Chapter 2: Developing Your Personal Brand**

* Define your personal brand.
* Conduct an audit of your personal brand online.
* Develop your personal brand online using LinkedIn
* Understand best practices for LinkedIn profiles and how to become an active participant on LinkedIn
* Understand the do’s and don’ts of social media etiquette.

**Chapter 3: Social Media Strategy**

* Identifying a target market and creating personas
* Conducting a social media audit
* Establishing goals, objectives and metrics
* Determining resources, roles and responsibilities
* Establishing a tone of voice
* Creating and optimizing social media networks
* Creating a content and distribution strategy
* Creating a social media content calendar and scheduling posts
* Analyzing, tracking and tuning

**Chapter 4: Building a (social media) Brand**

* Understand SMM is like throwing a party
* Build a website
* Importance of Branding
* Seven steps to bring a brand to life
* Brand story

**Chapter 5: Designing Content**

* Describe what content marketing is on social media and why it can be beneficial for marketers.
* Understand the risks and challenges involved in social media content marketing and how to mitigate them.
* Learn how to develop an effective social media content strategy.

**Chapter 6: Facebook**

* Understand the business value of using Facebook for marketing
* Know how to create and optimize a Facebook business page
* Build an audience of followers on Facebook
* Understand the components of a Facebook post
* Implement a Facebook content strategy
* Build a Facebook page for your brand

**Chapter 7: Instagram**

* Understand the business value of using Instagram for marketing
* Know how to create and optimize an Instagram business profile
* Understand the components of an Instagram post
* Know how to utilize Instagram stories and live video
* Implement an Instagram content strategy

**Chapter 8: Twitter**

* Understand the business value of using Twitter for marketing
* Know how to create and optimize a Twitter profile
* Understand the components of a Tweet
* Implement a Twitter content strategy

**Chapter 9: Snapchat**

* Understand the business value using Snapchat for Marketing
* Know how to create and optimize a Snapchat account
* Understand the components of snaps
* Implement a Snapchat content strategy

**Chapter 10: Pinterest**

* Understand the business value using Snapchat for Marketing
* Know how to create and optimize a Snapchat account
* Understand the components of snaps
* Implement a Snapchat content strategy

**Chapter 11: YouTube**

* Understand the business value of using YouTube for Marketing
* Know how to create a YouTube channel
* Understand the YouTube algorithm
* Know how to optimize a video for YouTube
* Implement a YouTube content strategy

**Chapter 12: Blogs & Vlogs**

* Understand what blogs, vlogs, podcasts and webinars are
* Learn the steps needed to get started with blogging
* Understand how to write, format and optimize blog posts
* Comprehend the benefits of and how to market with blogs, vlogs

**Chapter 13: Social Media Marketing Campaigns**

* Understand the campaign concept
* Understand the importance of integrated marketing communications
* Comprehend what a social media marketing campaign is
* Know what steps to take before, during and after the launch of a social media campaign
* Understand how organizations have succeeded with social media marketing campaigns

**Chapter 14: Social Media Advertising**

* Understand what social media advertising is
* Understand how cost-effective social media advertising is
* Be able to identify the benefits of social media advertising
* Understand how to create a social media advertising strategy
* Comprehend targeting options, ad objectives, types of ads, how bidding works, and how to measure ads on each of the following social media platforms: Facebook, Instagram, Twitter, Snapchat, Pinterest and YouTube
* Be familiar with best practices for social media advertising

**Chapter 15: Social Media Analytics**

* Understand what social media return on investment (ROI) is and why it’s important
* Be able to measure the ROI of social media
* Know how to measure the total investment of social media activities
* Understand the available tools and resources needed to measure social ROI
* Know how to use Google Analytics to measure the ROI of social media