

**SADDLEBACK COLLEGE - BUSINESS SCIENCE DIVISION
HYBRID BUS 105 COURSE SYLLABUS**

Social Media Marketing

Class Title:	Social Media Marketing (3 units)	Dates:	August 20 – December 19, 2018
Course Number:	BUS 105, Ticket #19450	Days:	Wednesdays, 12:00 – 1:50 p.m.
Units:	3	Room:	BGS 232

Instructor Information

Rebecca Knapp, MBA
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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:

Student Bundle: *Social Media Marketing: Principles and Strategies* (ISBN 978-0990798323) and *Mimic Social Simulation* (Digital License). Instructions for obtaining these will be distributed individually via email from rknapp@saddleback.edu. License keys will also be available for purchase from the Saddleback College book store.

HOW, WHEN AND WHERE TO FIND PROF. KNAPP

OFFICE HOURS:

Tuesdays, Wednesdays and Thursdays: 9:00 – 10:00 a.m. in BGS 226, Office 210
Online office hours (either by email or Zoom) are also held by appointment only.

Or, you can always reach me at (in order of preference):

E-mail: rknapp@saddleback.edu
Zoom: [Zoom.us/j/3950243753](https://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, Canvas, 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 at the start of each week. Begin projects with an understanding of foundational concepts and key vocabulary.

Stukent Chapter Quizzes

Each week, you are assigned one chapter to read to prepare for the projects and discussions of the week. At the end of each chapter in the Stukent textbook, there is a short, 10-question quiz for you to complete. They are open book/note, and each is worth 10 points. There are twelve total chapters and quizzes, but your two lowest chapter scores will be dropped at the end of the semester.

Mimic Social Simulation

At the beginning of the semester, we will conduct a very realistic, fun, and challenging (but not difficult) social media marketing simulation in a companion software to our textbook, called Mimic Social. It is purchased as a bundle when you purchase your textbook online. Full details and ongoing support will be provided before and throughout the simulation experience. Buckle up – it's going to be a fun ride!

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, SnapChat, YouTube, Periscope and SMM Campaign. To earn a badge, you must complete at least TWO of the following requirements: Project, Social Media Marketing Audit (case study), or a Udemy Lesson. This process is most easily managed by completing the SMM Badge Plan (right), which we will complete in class. Details and links to content for each badge are posted in our Blackboard classroom.

OPTIONAL Additional or Partial Badges

Want to learn about more than just three social media platforms? You are encouraged to complete even partial requirements for additional badges offered. 25 points of extra credit will be given for each additional Project, SMM Audit, or Udemy lesson completed; and 50 points of extra credit will be given for each complete additional badge earned (that is, two of the three requirement options). There is no limit on ExC badgework.

My Social Media Marketing Badge Plan		
Name:		
Badge #1	Badge #2	Badge #3
(Choose ONE) <input type="checkbox"/> Constant Contact <input type="checkbox"/> Facebook <input type="checkbox"/> Google+ <input type="checkbox"/> Instagram <input type="checkbox"/> LinkedIn <input type="checkbox"/> Pinterest <input type="checkbox"/> Twitter <input type="checkbox"/> SnapChat <input type="checkbox"/> YouTube <input type="checkbox"/> Periscope <input type="checkbox"/> SMM Campaign	(Choose ONE) <input type="checkbox"/> Constant Contact <input type="checkbox"/> Facebook <input type="checkbox"/> Google+ <input type="checkbox"/> Instagram <input type="checkbox"/> LinkedIn <input type="checkbox"/> Pinterest <input type="checkbox"/> Twitter <input type="checkbox"/> SnapChat <input type="checkbox"/> YouTube <input type="checkbox"/> Periscope <input type="checkbox"/> SMM Campaign	(Choose ONE) <input type="checkbox"/> Constant Contact <input type="checkbox"/> Facebook <input type="checkbox"/> Google+ <input type="checkbox"/> Instagram <input type="checkbox"/> LinkedIn <input type="checkbox"/> Pinterest <input type="checkbox"/> Twitter <input type="checkbox"/> SnapChat <input type="checkbox"/> YouTube <input type="checkbox"/> Periscope <input type="checkbox"/> SMM Campaign
(Choose TWO) <input type="checkbox"/> Project <input type="checkbox"/> Social Media Marketing Audit <input type="checkbox"/> Udemy Lesson	(Choose TWO) <input type="checkbox"/> Project <input type="checkbox"/> Social Media Marketing Audit <input type="checkbox"/> Udemy Lesson	(Choose TWO) <input type="checkbox"/> Project <input type="checkbox"/> Social Media Marketing Audit <input type="checkbox"/> Udemy Lesson

Choose Your Own Adventure Project

Students will be required to complete ONE project of their own choosing to gain social media marketing experience related to their own course objectives. Options include: Social Media Hit Report, A Day in the Life of a College Student, or 30 Days of Social Media Marketing. As SMM is always evolving, new/additional project options may emerge before the end of the semester. Details about each project and its requirements can/will be found in Canvas.

Final Exam

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

OPTIONAL HootSuite University Certification

The HootSuite University program is the industry standard for social media and marketing professionals seeking to increase skills in HootSuite and other social media tools and tactics. Five courses are completed using online, video courseware packages, and learning is supplemented by option 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.

GRADING POLICY

Course Evaluation

Check-In Activities	30 points
Weekly Participation	80 points (16 Weeks x 5 points per week)
Chapter Quizzes	100 points (12 chapters x 10 points each – 2 lowest chapters)
Mimic Social Simulation	
Set-Up and Initial Participation	20 points
Twelve Rounds	300 points (50 points for every two rounds)
Choose Your Own Adventure Project	100 points
Badges	
SMM Badge Plan	20 points
Badge #1	100 points (2 Requirements)
Badge #2	100 points (2 Requirements)
Badge #3	100 points (2 Requirements)
<i>Additional Badges</i>	<i>50 points of Extra Credit each</i>
<i>Partial Badges</i>	<i>25 points of Extra Credit for partial badge assignments</i>
<i>HootSuite Certification</i>	<i>25 points of Extra Credit</i>
<i>HubSpot Certification</i>	<i>25 points of Extra Credit</i>
Final Exam	50 points

Total Possible

1,000 Points

Grading Scale: **A = 90-100%** **B = 80-89%** **C = 70-79%** **D = 60-69%** **F = 59% and below**



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 # 18555 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.
- 5) Course acronyms: SMM = Social Media Marketing; SM = Social Media.

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.

Week #	Class Dates	Online Review, Reading, Preparation	Homework	
Week 1	8/22	Course Introduction, Syllabus Review, Housekeeping	<input type="checkbox"/> Familiarize Yourself with Canvas Classroom <input type="checkbox"/> Access/Purchase the course textbook <input type="checkbox"/> Activate Your Student Account	Due 8/29
Week 2	8/29	Introduce Mimic Social Simulation	<input type="checkbox"/> Review Course Introduction Information <input type="checkbox"/> Getting Started Assignments	Due 9/2
Week 3	9/5	Read Chapter 1 – Social Media Revolution	<input type="checkbox"/> Complete Chapter 1 Quiz <input type="checkbox"/> Mimic Social Simulation – Round 1 & 2	Due 9/9
Week 4	9/12	Read Chapter 2 – Connected Customers, Social Interactions	<input type="checkbox"/> Complete Chapter 2 Quiz <input type="checkbox"/> Mimic Social Simulation – Round 3 & 4	Due 9/16
Week 5	9/19	Read Chapter 3 – Social Media Audit	<input type="checkbox"/> Complete Chapter 3 Quiz <input type="checkbox"/> Mimic Social Simulation – Round 5 & 6	Due 9/23
Week 6	9/26	Read Chapter 4 – Social Media Metrics	<input type="checkbox"/> Complete Chapter 4 Quiz <input type="checkbox"/> Mimic Social Simulation – Round 7 & 8	Due 9/30
Week 7	10/3	Read Chapter 5 – Strategic Planning & Use of Social Media	<input type="checkbox"/> Complete Chapter 5 Quiz <input type="checkbox"/> Mimic Social Simulation – Round 9 & 10	Due 10/7
Week 8	10/10	Catch-Up Week: Simulation Rounds or Work Ahead	<input type="checkbox"/> Catch Up on Any Missing Work! <input type="checkbox"/> Mimic Social Simulation – Round. 11 & 12	Due 10/14
Week 9	10/17	Read Chapter 6 – Managing SMM and Planning Cycles	<input type="checkbox"/> Complete Chapter 6 Quiz	Due 10/21
Week 10	10/24	Read Chapter 7 – Designing Content for SMM Review Badge Plan Assignment & Badge Project Requirements	<input type="checkbox"/> Complete Chapter 7 Quiz <input type="checkbox"/> Submit Badge Plan	Due 10/28
Week 11	10/31	Read Chapter 8 – Using Paid SM Ads on SM Platforms	<input type="checkbox"/> Complete Chapter 8 Quiz <input type="checkbox"/> Badge #1	Due 11/4
Week 12	11/7	Read Chapter 9 – Using Earned SMM, Seeding, Viral Marketing	<input type="checkbox"/> Complete Chapter 9 Quiz	Due 11/11
Week 13	11/14	Read Chapter 10 – Marketing Research Using Social Media	<input type="checkbox"/> Complete Chapter 10 Quiz <input type="checkbox"/> Badge #2	Due 11/18
Week 14	11/21	Read Chapter 11 – New Product Development & SM Launches	<input type="checkbox"/> Complete Chapter 11 Quiz	Due 11/25
Week 15	11/28	Read Chapter 12 – Managing Customers Using SM	<input type="checkbox"/> Complete Chapter 12 Quiz <input type="checkbox"/> Badge #3	Due 12/2
Week 16	12/5	Catch-Up Week: Complete Extra Credit or Late Work*	<input type="checkbox"/> <i>ExC/Extra Badges</i> <input type="checkbox"/> <i>ExC HootSuite/Hubspot Certificates</i> * Late submissions REQUIRE instructor approval	Due 12/9

Final Exam – Due by Wednesday, 12/19 by 11:59 p.m. – ONLINE