

COURSE OUTLINE		
TERM: Spring 2019	COURSE NO: BMKT 370	
INSTRUCTOR:	COURSE TITLE: SOCIAL MEDIA MARKETING	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES

45 credits of 100-level or higher coursework; OR 6 NABU credits and CMNS 305

CALENDAR DESCRIPTION

The course explores new marketing and technology trends and provides a broad overview of key social media strategies, tactics, metrics and tools. It is grounded both in theory and practice, and the students will be required to participate in social networks, forums, virtual worlds, blogs and micro-blogs, applying social media tactics within an overall marketing strategy. Students will also be expected to reflect, discuss and share through peer to peer teaching, their learning from application based activities as well as readings from industry leaders.

REQUIRED TEXTS AND/OR RESOURCES

Barker, Barker, Borman, Zahay, Roberts, Social Media Strategy – A Strategic Approach, 2nd ED, South Western College Publication, 2017.

Online reading and video resources are critical to achieve the course learning outcomes. Some of those online resources may have to be purchased online. A reading list and links toward online resources will be provided on the course website.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- Apply social media specific industry terms and concepts in oral presentations on required topics
- Demonstrate effective communication skills (e.g. brainstorming) to engage in active class discussion
- Prepare professional presentations to demonstrate understanding of social media strategy

- Present Social Media Plans / recommendations in a professional manner in an oral presentation and/or written report format
- Present application based learning in a peer to peer teaching format demonstrating current best practices from social media industry leaders.
- Define social media marketing and web related platforms
- Integrate strategically social media into a total marketing and business plan
- Evaluate marketing objectives and recommend social media tools and tactics for a defined target audience
- Measure and analyze effectiveness with social media analytics tools.
- Plan and develop a social media strategy framework for a "real world" marketing problem
- Utilize blogging tools and content management systems
- Use tools to manage social media programs
- Identify how to use techniques such as viral marketing and crowdsourcing
- Utilize microblogging tools
- Utilize social networking tools
- Create a social media monetization strategy
- Conduct advertising on social media
- Create a content strategy and content calendar
- Create social media goals table
- Create a social media marketing plan
- Use a collaborative approach to problem solving in situation analysis of social media marketing in classroom activity
- In group projects, display leadership by initiating discussion, keeping the team focused and proposing goals and tasks.
- Use a team approach to managing all of the dimensions of the expectations of the course
- Collaborate in a both a group environment as well as a pairs environment to simulate a team approach to learning and application of skills, reflective of a social media marketing employment opportunity.
- Examine and understand ethical and social issues pertaining to the use of social media
- Integrate social media into the global marketing process

COURSE CONTENT

Week	Topic
1	Introduction to the course / Introduction to social media marketing - Traditional marketing vs New Media Marketing - Utilizing social media as part of your content media strategy - Best practices and case studies
2	Social media research / listening; social media metrics, your core media assets - What makes a good website, creating a website with WordPress, enabling your website for social media impact - Blogging and e-newsletters, email database management and communication platforms - Research and listening tools
3	Social media planning: Goals, Objectives and Strategies Overview of platforms, audiences, best practices using various platforms from a B2C and B2B perspective

4	Social media content strategy and tactics - Strategies and tactics for social media such as Twitter, Facebook Pages, and LinkedIn
5	Social media strategies and tactics - Strategies and tactics for social media such as Instagram, Pinterest, Youtube + live streaming video (Facebook Live and Periscope)
6	MIDTERM EXAM
7	Developing a Content Plan - Content planning - Social media management, monitoring and scheduling tools
8	Social Media Advertising - For social media such as Facebook and Instagram advertising, boosting, targeting, audience insights, creating data custom audiences
9	Social Media Monetization
10	Social Media Analysis & ROI - For social media such as Google analytics, Facebook ads manager and Insights, Mail Chimp reports, Word Press statistics, Twitter analytics, tracking engagement online
11	Social media marketing plan: instructions and tips / group work
12	Exam #2 in class (covers content since midterm exam #1) Group Presentations Preparation, meetings, workshop
13	Group Presentations
14-15	Final exam weeks

EVALUATION PROFILE

Assessment	% of Final Grade
Individual Assignment 1	10%
Individual Assignment 2	10%
Individual Assignment 3	10%
Pairs Assignment	10%
Midterm exam #1	15%
Group project (paper): Social Media Marketing Plan	20%
Group project (verbal presentation)	10%
In class Exam #2	15%
Total	100%

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor. Late assignment will be penalized by 10% mark reduction per day (including weekends).

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students’ Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <http://www.capilanou.ca/services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: <http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure.

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.