

## SCHOOL OF BUSINESS

### Course Outline

<b>COURSE NAME:</b> Social Media Marketing	<b>COURSE NO.:</b> BMKT 260
<b>TERM:</b> Fall 2017	<b>COURSE CREDITS:</b> 3
<b>INSTRUCTOR:</b>	<b>E-MAIL:</b>
<b>OFFICE:</b>	<b>PHONE (LOCAL):</b>

**SCHOOL OF BUSINESS VISION** To be Canada's most student-focused cross-disciplinary business school that provides innovative and relevant practice-based programs.

**SCHOOL OF BUSINESS MISSION** We inspire and empower future industry-ready professionals committed to engaging in business and community.

**COACHING HOURS** See the schedule posted on the outside of my office door and on the Moodle site.

**COURSE PREREQUISITE:** 15 credits of 100-level or higher coursework

**REQUIRED TEXT:** There is no required hardcopy textbook or reading package, but there will be required online textbooks and video resources that 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.

**OTHER RESOURCES:** To be posted on the course website (<http://moodle.capilano.ca/>)

**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.  
Fourth-hour activities: online discussions and online / face-to-face meetings with the instructor (if needed, per request).

**COURSE DESCRIPTION:** Social media has profoundly changed the online communication and marketing landscape. With the advent of social networks, virtual communities and mobile computing, more and more people are participating in conversations online. This presents significant opportunities, as well as numerous challenges for marketers. The course explores these new marketing and technology trends and provides a broad overview of key social media strategies, tactics, metrics, and tools. The course is grounded both in theory and practice, and the students will be required to participate in social networks, forums, virtual worlds, blogs, micro-blogs and more.  
Upon completion of this course, students will have had a comprehensive exposure to the impact of social media on business and how they can apply social marketing strategy, tactics and tools to develop more effective and complete marketing programs.

**LEARNING OUTCOMES:** Upon successful completion of this course, students will be able to demonstrate competence in the following abilities and skills:

ABILITIES		LEVELS (*)
COMMUNICATIONS	Utilize effective communication skills (e.g. brainstorming) to engage in active class discussion	3 → 4
	Present client-focused deliverables such as a social media plan	3 → 4
	Present Social Media Plans / recommendations in a professional manner in an oral presentation and/or written report format	3 → 4
ANALYSIS AND DECISION-MAKING	Define social media marketing and web related platforms	2 → 4
	Integrate social media into a total marketing and business plan	2 → 4
	Conduct a social media marketing situation analysis; to use social media analytics tools	2 → 4
	Use social media tools to conduct marketing research	2 → 4
	Apply social media tactics and tools to a "real world" marketing problem	2 → 4
	Utilize blogging tools and content management systems	2 → 4
	Utilize microblogging tools	3 → 4
	Utilize social networking tools	3 → 4
	Create a social media monetization strategy	2 → 4
	Conduct advertising on social media	2 → 4
	Create a content strategy and content calendar	2 → 4
	Create social media goals table	2 → 4
	Create a social media marketing plan	2 → 4
SOCIAL INTERACTION	Use a collaborative approach to social media marketing problem-solving in classroom activity	3 → 4
	Use a team approach to managing all of the dimensions of the expectations of the course	3 → 4
CITIZENSHIP, SUSTAINABILITY AND GLOBAL PERSPECTIVE	Identify the likely social media marketing related ethical issues that may arise in a given business scenario	3 → 4
	Integrate social media into the global marketing process	3 → 4

*\*See Faculty of Business – Our Commitment to Assessment and Constructive Feedback for description of the six “Levels” of Comprehension.*

**COURSE CONTENT:**

Wk	Week Commencing	Topic	Assessment and important dates)
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 MEDIAPLANNING: GOALS, OBJECTIVES AND STRATEGIES Overview of platforms, audiences, best practices using various platforms from a B2C and B2B perspective	Assignment #1 (blogging & e-newsletter)
4		SOCIAL MEDIA CONTENT STRATEGY + TACTICS - Strategies and tactics for Twitter, Facebook Pages, and LinkedIn	
5		SOCIAL MEDIA STRATEGIES + TACTICS - Strategies and tactics for Instagram, Pinterest, Youtube + live streaming video (Facebook Live and Periscope)	Assignment #2 (Facebook & Twitter)
6		MIDTERM EXAM	Midterm

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7		DEVELOPING A CONTENT PLAN - Content planning - Social media management, monitoring and scheduling tools	Assignment #3
8		SOCIAL MEDIA ADVERTISING - Facebook and Instagram advertising, boosting, targeting, audience insights, creating data custom audiences	Assignment #4 (Youtube & live stream video)
9		SOCIAL MEDIA MONETIZATION	
10		SOCIAL MEDIA ANALYSIS & ROI - 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		GROUP PRESENTATIONS Preparation, meetings, workshop	Group project (paper): Social Media Marketing Plan Group presentations
13		GROUP PRESENTATIONS	Group presentations
14-15		Final exam, date set by the University	20%

*\*Schedules/Dates: Schedules shown here may change and the exact dates and times for the exams and the assignments/quizzes will be announced in class and/or on Moodle*

**EVALUATION PROFILE:**

Assessment	% of Final Grade	Individual/ Group	CAPabilities Assessed			
			Communications	Analysis & Decision Making	Social Interaction	Citizenship, Sustainability and Global Perspective
Individual Assignments	35	I	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Midterm exam	15	I	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Group project (paper): Social Media Marketing Plan	20	G	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Group project (verbal presentation)	10	G	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Final Exam	20	I	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<b>Total</b>	<b>100%</b>					

**UNIVERSITY POLICIES:**

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

<b>Grading Profile:</b>	A+	90-100	B+	77-79	C+	67-69	D	50-59
	A	85-89	B	73-76	C	63-66	F	49 and below
	A-	80-84	B-	70-72	C-	60-62		

**Emergency procedures:** In the event of an emergency, students must follow the emergency procedures posted in the classrooms.

In addition to the policies of the university, the School of Business has the following policies governing the management of our classes and curriculum.

**SCHOOL OF BUSINESS POLICIES:**

**Professional Behaviour:** Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the Business Faculty. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

**English Usage:** All assignments are marked for correct English usage, proofreading and formatting.

**Missed Exams and Quizzes:** Missed exams or quizzes will receive a grade of "0" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. A doctor's certificate, or other proof supporting the reason for the absence, will be required. For further information, refer the "Examination & Pivotal Presentation Exemption Policy" of the School of Business.

**Copyright Policy:** Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University website.

**Cheating and Plagiarism:** Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Writing Centre and is published on the University website in the University Policies page.

**Penalties for Cheating and Plagiarism:** A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (see the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

**Incomplete Grades:** Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University administration.