

BUMA 026: SOCIAL MEDIA MARKETING

New Course Proposal

Date Submitted: Tue, 10 Sep 2019 23:22:01 GMT

Cross listed as:

ENTR 026

Originator

pstegeman

Justification / Rationale

Addition of new discipline to this course. Cross-list with new course ENTR 026

Effective Term

Fall 2020

Credit Status

Credit - Degree Applicable

Subject

BUMA - Business/Management

Course Number

026

Full Course Title

Social Media Marketing

Short Title

SOCIAL MEDIA MARKETING

Cross Listed Course

ENTR 026

CIP Code

52.0201

TOP Code

050100 - Business and Commerce, General

SAM Code

C - Clearly Occupational

Course Control Number

CCC000611587

Discipline

Disciplines List

Business

Small Business Development (Entrepreneurship)

Modality

Face-to-Face

Catalog Description

This course introduces social media and online marketing tools and strategies for businesses. Topics include social networking, online marketing channels, and creating an online presence for businesses.

Schedule Description

Introduces social media and online marketing tools and strategies for businesses.

Prerequisite: BUMA 027 Advisory: BUMA 031 & BUMA 094

Lecture Units

3

Lecture Semester Hours

54

Lab Units

0

In-class Hours

54

Out-of-class Hours

108

Total Course Units

3

Total Semester Hours

162

Prerequisite Course(s)

BUMA 027

Advisory: BUMA 031 & BUMA 094

Required Text and Other Instructional Materials**Resource Type**

Book

Open Educational Resource

Yes

Author

Rob Stokes, Quirk eMarketing

Title

eMarketing: The Essential Guide to Marketing in a Digital World

Publisher

Independent

Year

2013

ISBN #

9780620565158

Class Size Maximum

40

Entrance Skills

Basic knowledge of marketing mix. Understanding of target market concepts. Ability to formulate basic marketing strategy. Understanding of general market research and its use in marketing decisions. knowledge of basic budgeting and pricing.

Requisite Course Objectives

BUMA 027-Identify and critically evaluate factors and processes associated with formulating marketing strategy.

BUMA 027-Compare and contrast marketing strategies

BUMA 027-Analyze, formulate and interpret problem situations through projects applying the principles and concepts of marketing and consumer behavior.

BUMA 027-Analyze relevant data for marketing decisions and formulating policy in marketing problems.

BUMA 031-Calculate the amount and percent of markup on merchandise;

BUMA 031-Produce and revise budgets.

BUMA 094-Prepare and present a market research report.

Course Content

1. What is Social Media?
2. How does it relate to Business?
3. New and Old rules of marketing and public relations
4. Social Media applications and guidelines for social networking
 - a. Using Facebook or similar application
 - b. Using Twitter or similar application
 - c. Using LinkedIn or similar application
 - d. Elevating your business social networking sites
5. Blogging for business development
 - a. The power of blogging
 - b. Understanding the uses of blogs for marketing and public relations
 - c. Monitoring and upkeep of blogs
 - d. Ethics and employee blogging recommendations
6. Online Marketing Channels
 - a. Sharing media with different websites
 - b. Podcasting using audio and visual content
 - c. Mobile applications and marketing
 - d. Real Simple Syndication (RSS) importance to small businesses
7. Monitoring customer reviews
 - a. Effective monitoring of negative and positive customer reviews
 - b. Social news and blogs
 - c. Bookmarking sites
8. Developing the online presence for your business
 - a. Branding effectively through social media
 - b. Effective use of website and mobile application
9. Building a Marketing and Public Relations Plan for your Business
 - a. Marketing and Public Relations goals
 - b. Acquiring buyer testimonials
 - c. Developing thoughtful content
 - d. Effective writing for online and social media content
10. Metrics of social media
 - a. Goals of social media
 - b. New rules of measurement
 - c. What you should measure

Course Objectives

Objectives	
Objective 1	Understand social media applications and propose guidelines and optimization tips for social networking and businesses.
Objective 2	Examine why it is important to manage, monitor, and continuously improve customer ratings and feedback on social media applications, bookmarking websites, and blogs.
Objective 3	Distinguish which online media to use for specific businesses to create an online presence using websites and mobile applications.
Objective 4	Outline the steps that are needed to create an effective social marketing campaign, and how it can be integrated in the overall marketing strategy of the business.
Objective 5	Understand the goals and metrics that can be used to determine the quantitative effectiveness of differing practices that are used within business social media.

Student Learning Outcomes

Upon satisfactory completion of this course, students will be able to:

Outcome 1	Outline the steps that are needed to create an effective social marketing campaign.
Outcome 2	Create a marketing plan and an online business presence using websites and mobile applications
Outcome 3	Construct goals and metrics to determine the quantitative effectiveness of a businesses social media program

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Lecture	New theories, ideas, and concepts will be introduced through lecture.
Activity	Reinforce concepts and encourage students to apply them to social media and businesses.
Collaborative/Team	Students participate in cooperative learning tasks such as small group exercises to identify types and uses of social media in businesses and apply that information in developing their own uses.
Technology-based instruction	Case studies to provide students with the opportunity to utilize concepts learned in class to analyze real-world situations dealing with social media and business.
Participation	Work individually and in groups to develop sample social media programs and online presence.
Other (Specify)	Work with guest speakers and community businesses to apply learning to real-world situations.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Group activity participation/observation	Individual, small group, or paired activities designed to allow students to demonstrate understanding of social media concepts as they relate to businesses. Introduction to search and evaluation will be in class, completion of assignments will be outside of class	In and Out of Class
Written homework	Written reports designed to assess the application of social media principles and practices.	Out of Class Only
Portfolios	Individual or class projects designed to evaluate the application of social media principles and practices. Some work will be done in class. Most will be assignments to complete outside of class.	In and Out of Class
Oral and practical examination	Quizzes, exams and in-class participation demonstrating proficiency in the subject matter. Quizzes will be outside of class, some exams will be in class and some outside of class. Participation will be in class	In and Out of Class
Other	Final project requiring creation of an effective social networking campaign through the use of social media websites, such as Facebook, LinkedIn, and Twitter. An effective campaign to a targeted audience. Most work will be done outside of class	In and Out of Class

Assignments

Other In-class Assignments

- Readings from assigned textbook, journals, and online sources on what is social media; the old and new rules of marketing and public relations; the various social media Web applications; the uses, power, ethics, and guidelines of blogging; video and audio content delivery technologies and the importance of RSS feeds; importance of managing, monitoring, and improving customer ratings and feedback on social media.

Other Out-of-class Assignments

- Written short essay assignments and quizzes/exams consisting of: proposing guidelines and optimization tips for social media; an evaluation of blogging ethics and guidelines; an evaluation of video and audio technologies and the importance of RSS feeds; an outline of the steps that are needed to create an effective social marketing campaign, and written description of how it can be integrated in the overall firm's marketing strategy; creating an online presence using websites and mobile applications.

Project that includes creating a social networking campaign incorporating social media websites, such as Facebook, LinkedIn, and Twitter.

Exercise on constructing goals and metrics that evaluate quantitative effectiveness of different social media practices.

Grade Methods

Letter Grade Only

MIS Course Data**CIP Code**

52.0208 - E-Commerce/Electronic Commerce.

TOP Code

050900 - Marketing and Distribution

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Not transferable

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded

Attach relevant documents (example: Advisory Committee or Department Minutes)

HR Advisory Meeting Minutes 5-23-18.pdf
BUMA 026 Approval Letter.pdf

Approvals

Curriculum Committee Approval Date

11/05/2019

Academic Senate Approval Date

11/14/2019

Board of Trustees Approval Date

12/19/2019

Chancellor's Office Approval Date

1/08/2020

Course Control Number

CCC000598703

Programs referencing this course

Applications and Information Systems AS Degree (<http://catalog.collegeofthedesert.eduundefined?key=223/>)

Business Information - Marketing Specialist Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined?key=224/>)