

College of San Mateo
Official Course Outline

1. **COURSE ID:** BUS. 233 **TITLE:** Social Media Marketing

Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours

Method of Grading: Letter Grade Only

Recommended Preparation:

Eligibility for ENGL 838 or ENGL 848 or ESL 400.

2. **COURSE DESIGNATION:**

Degree Credit

Transfer credit: CSU

3. **COURSE DESCRIPTIONS:**

Catalog Description:

Explore social media marketing strategies and tactics by using new media channels, as well as digital and mobile technologies and platforms, and design an optimal marketing mix with evaluation of in-market results.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Identify and describe social media sites and new media technologies that are pertinent to contemporary marketing.
2. Describe how new media technologies are changing and challenging traditional media formats and non-mass communications.
3. Explain how to use traditional, digital, mobile, Internet and new media communications channels to create awareness of and position products/services in specific target markets.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

Upon successful completion of this course, a student will be able to:

1. Identify and describe social media sites and new media technologies that are pertinent to contemporary marketing.
2. Describe how new media technologies are changing and challenging traditional media formats and non-mass communications.
3. Explain how to use traditional, digital, mobile, Internet and new media communications channels to create awareness of and position products/services in specific target markets.

6. **COURSE CONTENT:**

Lecture Content:

- I. Overview of Social Media Marketing
 - A. Social Media Marketing Defined
 - B. History of Social Media Marketing
 - C. How Social Media Marketing Differs from Traditional Marketing
- II. Planning for Social Media Marketing
 - A. The Social Media Marketing Planning Cycle
 - B. Target Market Identification
 - C. Goal Setting and Strategy Development
 - D. Social Media Marketing Ethics
- III. Blogs
 - A. Explanation of Blogs
 - B. Creation of Blogs
 - C. Marketing through Blogs
- IV. Podcasts and Webinars
 - A. Explanation of Podcasts and Webinars
 - B. Creation of Podcasts and Webinars
 - C. Marketing through Podcasts and Webinars
- V. Videos and Photos
 - A. Explanation of Video and Photo Sharing
 - B. History of Video and Photo Sharing

- C. Marketing through Video and Photo Sharing
- VI. Social Networks
 - A. Explanation of Social Networks
 - B. History of Social Networks
 - C. Marketing through Social Networks
- VII. Microblogging
 - A. Explanation of Microblogging
 - B. History of Microblogging
 - C. Marketing through Microblogging
- VIII. Discussion Boards, Social News and Question and Answer Sites
 - A. History of Discussion Boards, Social News and Question and Answer Sites
 - B. Explanation of Discussion Boards, Social News and Question and Answer Sites
 - C. Marketing through Discussion Boards, Social News and Question and Answer
- IX. Mobile Computing and Location-Based Social Networks
 - A. History of Smartphone Growth
 - B. Explanation of Mobile Computing and Location-Based Social Networks
 - C. Marketing with Mobile Computing and Location-Based Social Networks
- X. Social Media Monitoring
 - A. History of Social Media Monitoring
 - B. Explanation of Social Media Monitoring
 - C. Relevance of Social Media Monitoring

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Activity
- C. Directed Study
- D. Discussion
- E. Guest Speakers
- F. Individualized Instruction
- G. Observation and Demonstration

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Students will complete a "Social media campaign plan" project.

Reading Assignments:

Assignments include weekly reading of textbook and supplemental materials following pace of lectures.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Performance
- C. Class Work
- D. Exams/Tests
- E. Group Projects
- F. Homework
- G. Projects
- H. Quizzes

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Barker, M.. *Social Media Marketing*, 2nd ed. Cengage Learning, 2017

Origination Date: June 2018

Curriculum Committee Approval Date: September 2018

Effective Term: Fall 2019

Course Originator: Peter von Bleichert

