Course Outline

Marketing and International Business
School of Business & Economics

MKTG 4422 - **3.00** - Academic

Social Media Marketing

Rationale

MKTG 4422: Social Media Marketing will expose students to a rapidly emerging field which is quickly transforming how companies communicate with their customers. Organizations that cannot effectively use Twitter, Facebook, Instagram, Flickr and other social media assets as part of an integrated marketing communication plan will falter. This course is a critical addition as an elective in the Marketing Major and Post-baccalaureate Diploma in Marketing.

MKTG 4422 will complement MKTG 4480: Integrated Marketing Communications and MKTG 4450: E-Commerce which are currently being offered both on campus and online.

Calendar Description

Students examine the growing importance of social media as part of Internet marketing. The goal is to produce attractive up-to-date content that users will share as part of their own social networking websites. Topics include the role of social media marketing; goals and strategies; identification of target audiences; rules of engagement for social media marketing; social media platforms and social networking sites; microblogging; content creation and sharing; video marketing; marketing on photo sharing websites; discussions, news, social bookmarking and question and answer sites; content marketing; mobile marketing; social media monitoring; tools for managing the social media marketing effort; and social media marketing plan.

Credits/Hours

Course Has Variable Hours: No
Credits: 3.00
Lecture Hours: 3.00
Seminar Hours: 0
Lab Hours: 0
Other Hours: 0
   Clarify:
Total Hours: 3.00
Delivery Methods: (Face to Face)
Impact on Courses/Programs/Departments: None expected
Repeat Types: A - Once for credit (default)
Grading Methods: (S - Academic, Career Tech, UPrep)

Educational Objectives/Outcomes

1. Discuss the role of social media marketing.
2. Discuss goals and strategies for social media marketing.
3. Identify target audiencies.
4. Establish rules of engagement for social media marketing.
5. Choose social media platforms and social networking sites for various purposes.
6. Develop microblogs and content for social media.
7. Use video marketing.
8. Use photo sharing sites, discussion boards and news for social media marketing.
9. Develop content for social media marketing.
10. Describe mobile media marketing on social networks.
11. Monitor social media marketing.
12. Explain tools for managing the social media marketing effort.
13. Create a social media marketing plan.

Prerequisites

MKTG 2430-Introduction to Marketing
or equivalent with a minimum C-

Co-Requisites

Recommended Requisites

Exclusion Requisites

Texts/Materials

Textbooks

1. **Required** Barker, M., D. Barker, N. Boarmann, M. Roberts, D. Zahay. *Social Media Marketing: A Strategic Approach* Cengage Learning, 2016

Student Evaluation

The Course grade is based on the following course evaluations.

Quizzes 0-10%
Participation/attendance 5-10%
Case studies/research projects/assignments 10-20%
Social media marketing plan 15-30% Term
tests and final exam 30-50%

Course Topics

1. The Role of Social Media Marketing

- Seven myths of social media marketing
- Why is social media marketing different?
- Careers in social media marketing
- Best practices in social media marketing

2. Goals and Strategies

- What is a social media marketing plan
- Social media marketing planning cycle
- Listen and observe
- Setting goals and objectives
  Determining strategies
- Determining strategies
- Linking goals with a call to action

3. Identifying Target Audiences

- The importance of targeting
- Targeting process
- Targeting ads and posts on social platforms
- Best practices for targeting branded posts

4. Rules of Engagement for Social Media Marketing

- Permission and interruption marketing
- Initial entry strategy
- Principles of success
- Ethical decisions
- Global perspective

5. Social Media Platforms and Social Networking Sites

- List of social media platforms
- History of social networks
- Benefits and marketing with social networks
- White label social networks
- The future

6. Microblogging

- Description
- History
- Different uses
- Building the brand
- Building a Twitter following
  Effective Twitter channels

7. Content Creation and Sharing

- Creating content strategy
- Blog history
- Creating and promoting a blog
- Marketing benefits of blogging
- Linking a blog to marketing objectives
- Monitoring blogosphere
- Video streaming in the social media mix
- Podcasting
- Creating and sharing podcasts
  Webinars

8. Video Marketing

- Viral videos
- Consumer use of video
- Benefits
  How to create appealing video content

9. Marketing on Photo Sharing Sites

- Importance of visual marketing
- History
- Benefits
- Marketing with photo sharing websites
  Best practices

10. Discussion, News, Social Bookmarking and Q&A sites

- Evolution of online discussions
- Marketing with social news and news aggregation sites
- Marketing with social bookmarking and S-Ecommerce
  Best practices

11. Content Marketing: Publishing Articles, White papers and E-Books

- Publishing and distributing articles
- Creating White Papers and E-Books
- Marketing with articles, E-Books and White papers
  Best practices

12. Mobile Marketing on Social Networks

- Importance of Mobile
- Usage
- Networks
- Devices and services
- Apps
- Activities conducted by consumers
- Purchasing via mobiles
- Mobile-first strategy

Location based marketing
Best practices

13. Social Media Monitoring

- Listening and tracking
- Measuring
- Evaluation
- Metrics and analytics

14. Tools for Managing the Social Media Marketing Effort

- What are the tools?
- Choosing the right tools
- Single purpose tools
- Single platform tools
- Multiple platform tools
  Purchased services

15. Social Media Marketing Plan

- Title page
- Automatic generation of a table of contents
- Overview
- Observe social media presence
- Competitive analysis
- Goals and strategies
- Target market and platform selection
- Implementing, monitoring and tuning
- Budget
  Rate of return on investment

Methods for Prior Learning Assessment and Recognition

As per TRU policy

Last Action Taken

Implement by Education Programs Committee Chairperson CurricUNET Administrator