



MAR-104 Social Media Marketing

Description:

MAR-104 has an explicit focus on the marketing use of popular social media platforms, including both those that are well established and those that are emerging. Conceptual frameworks and the explication of a social media marketing plan are illustrated using a strong example. This course discusses a variety of social media initiatives to help students keep up with the latest developments and includes current social media marketing campaigns and developments, preparing students for today's ever-changing world of social media marketing.

Textbook: Social Media Marketing 2nd Ed. – Barker, Bormann – ISBN: 9781337419567

Course objectives:

Throughout the course, you will meet the following goals:

- Explain why social media is important to business around the world.
- Explain characteristics of SMM and how it differs from traditional offline marketing.
- Define a social media plan and explain the SMM planning cycle.
- Describe big data and explain its role in SMM audience targeting.
- Define the rules of engagement for SMM and how to make ethical social media decisions
- Identify the benefits of marketing with social networks.
- Explain the marketing benefits of blogs, podcasts, webinars, and video streaming.
- Discuss the growth of mobile connectivity and device use globally and in the U.S.
- Identify quantitative and qualitative issues when choosing the right social media metrics.

Contents:

Ch 1: The Role and Importance of SMM	Ch 9: Marketing on Photo Sharing Sites
Ch 2: Goals and Strategies	Ch 10: Social Bookmarking
Ch 3: Identifying Target Audiences	Ch 11: Articles, White Papers, and E-books
Ch 4: The SMM Rules of Engagement	Ch 12: Mobile Marketing/Social Networks
Ch 5: Social Media Platforms and Networking Sites	Ch 13: Social Media Monitoring
Ch 6: Micro blogging	Ch 14: Tools for Managing the SMM Effort
Ch 7: Content Creation and Sharing	Ch 15: The Social Media Marketing Plan
Ch 8: Video Marketing	

Grading Scale

A = 90-100%
B = 80-89.9%
C = 70-79.9%
F = Below 70%

Grade Weighting

Chapter Quizzes..... 70%
Final Exam 30%
100%