MARK-1080: SOCIAL MEDIA MARKETING

Cuyahoga Community College

Viewing: MARK-1080 : Social Media Marketing

Board of Trustees:
January 2021

Academic Term:
Fall 2021

Subject Code
MARK - Marketing

Course Number:
1080

Title:
Social Media Marketing

Catalog Description:
Examines how marketers use verbal and visual content to convey value, build brands, and connect with customers over different social media platforms. Introduction to the most popular platforms, analysis of social media campaigns, and projects to create a social media marketing campaign.

Credit Hour(s):
3

Lecture Hour(s):
3

Requisites

Prerequisite and Corequisite
ENG-0995 Applied College Literacies, or appropriate score on English Placement Test; or departmental approval.
Note: ENG-0990 Language Fundamentals II taken prior to Fall 2021 will also meet prerequisite requirements.

Outcomes

Course Outcome(s):
Explain the ways in which social media platforms and tools are utilized to effectively distribute a message and gain marketing knowledge.

Objective(s):
1. Explore the history and current trends in social media and how they have grown in the US and globally
2. Relate how specific social media platforms are utilized.
3. Recognize each social media platform for its advantages and disadvantages.
4. Explain the different types of social media - Social Community, Social Publishing, Social Entertaining, Social Commerce
5. Explore the development of Blogs, Twitter, LinkedIn, Instagram and Facebook (Other platforms as relevant).
6. Recognize related ethical issues in social media interaction.
7. Create effective written messages for specific platforms
8. Explore the collaborative/participative culture that has resulted from the growth of social media.
9. Apply Facebook blueprint training
10. Discuss careers in social media marketing
11. Explain why social media is important to business around the world

Course Outcome(s):
Evaluate how to find and engage customers on social media and optimize customer buying potential.

Objective(s):
1. Explain social media listening and how to collect consumer information
2. Explain targeting on social media
3. Describe what a persona is and how to create and utilize buyer personas
4. Discuss using keywords, hashtags and branded posts to find customers
5. Evaluate pay-per-click marketing
6. Evaluate apps used in social media marketing
7. Create a social media audit and assess next steps for a business based on audit.
8. Describe S.M.A.R.T. social media goals to achieve successful online campaigns.
9. Develop both proactive and reactive strategies to manage messaging in a social media environment.
10. Create an effective post that engages customers on a specific platform
11. Generate social media monitoring activities necessary to achieve social media objectives.
12. Identify best practices for targeting branded posts
13. Describe the rules of effective social media interaction
14. Identify ways to listen and observe the social web
15. Assess how social media influencers effect a social media strategy

Course Outcome(s):

Discuss developing social media goals and objectives and the development of a Social Media Marketing Strategy.

Objective(s):
1. Explain how social media marketing fits into an organization's overall planning process
2. Analyze the steps in developing a social media marketing strategy
3. Discuss the risks and ethical influences needed to be considered in a social media marketing strategy.
4. Recognize proper social media ethical standards and writing a social media policy.
5. Describe the global perspective of social media strategies
6. Observe the social media presence of an organization, and identify the target market
7. Set social media goals, strategies and implementation processes
8. Analyze budgeting techniques to meet goals and objectives.
9. Detail how to link social media goals to actions and implementations.
10. Utilize hootsuite certificate to become familiar with a social media integration platform and understand how these tools help social media marketers.

Course Outcome(s):

Examine and apply the terminology of social media analytics and metrics that are required to effectively implement strategies and measure results.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):
1. Describe how businesses utilize social media data and research to inform marketing decisions
2. Explain the difference between reach, engagement, and conversions
3. Identify the research process for collecting, processing, and analyzing residual social media data used in social listening and monitoring
4. Analyze common errors and biases associated with social media research
5. Identify how social media metrics turn into insights for a social media campaign
6. Develop and analyze search engine optimization techniques.
7. Analyze a social media marketing strategy and track progress in achieving goals with a variety of measurement tools, services, and metrics.
8. Apply KPI's (key performance indicators) to social media marketing campaign
9. Utilize google analytics to measure results of a social media marketing campaign
10. Analyze calculations for social media ROI(return on investment)
11. Describe netnographic research and how it is utilized

Methods of Evaluation:
1. Case Studies
2. Social Media Audit
3. Hootsuite Platform Certificate
4. Google Analytics Training
5. Facebook Blueprint training
6. Analyzing/writing posts
7. Developing/Analyzing profiles
8. Tests
9. Quizzes
10. Data/Campaign Analysis

Course Content Outline:
1. Foundations of Social Media Marketing
   a. The history of social media
   b. What is social media marketing
   c. Social Media Marketing Strategies
   d. Social Customers
   e. Network structure and group influence
   f. Different Platforms – Blogging, Webinars, Social Networks, Videos
   g. Social Community, Social Publishing, Social Entertaining, Social Commerce
   h. Global Social Media Marketing
   i. Careers in Social Media Marketing
   j. Pay-per-click marketing
   k. Facebook Blueprint
2. Identifying Customers and Content
   a. 5 Stages to listening and observing
   b. The personal development Cycle
   c. What is your audience participation
   d. Monitoring
   e. Target Branding
   f. Influencers
   g. Buyer personas
   h. Finding the optimum target audience
   i. Observing current social media presence
   j. Keywords
   k. Hashtags
   l. Pay per click
3. Designing Social Media Campaigns
   a. The social media planning cycle
   b. Competitor analysis
   c. Social media audit
   d. Social media goals
   e. Strategy Development
   f. Content Strategies
   g. Selecting tools
   h. Merging strategy with call-to-action
   i. Hootsuite
4. Ethical Messaging - Goals and Strategies
   a. Rules of Engagement for Social Media
   b. Merging business strategy with social media strategy
   c. Responding to different types of messaging
   d. Social media global perspective
   e. Creating ethical business messaging on social media
5. Social Media Analytics
   a. The role of social media in research
   b. The social media research process

    c. Selection Tools
    d. Monitoring Tools
    e. Reach
    f. Engagement
    g. Conversions
    h. Social data management
    i. Primary social media research
    j. Qualitative Key performance Indicators
    k. Errors and bias
    l. Search Engine Optimization
    m. Key performance indicators
    n. Return on Investment
    o. Google Analytics
    p. Netnographic research

Resources

Tuton and Soloman. *Social Media Marketing*. 3. Sage, 2018.

SEOP Inc. *Social Media Marketing.* Free online Book. SEOP Inc., 2016.

Erik Qualman. *Socialeconomics*. 2. Wiley, 2015.

National Institute of Social Media. *Social Media Strategist Manual.* {ts '2016-11-08 00:00:00'}.

Resources Other

www.hootsuite.com
http://the-cma.com/
https://www.socialmediaexaminer.com/
http://socialmediaassoc.com/
Facebook Blue Print
Google Analytics

Top of page
Key: 828