# Social Media Marketing Syllabus

#### **Semester: Instructor:**

#### **Location: Email:**

#### **Office Hours:**

# **Course Description**

***Social Media Marketing (SMM)*** is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly-defined audiences.

Unfortunately, today many companies are not preparing for the future of social. It’s not that businesses aren’t trying; many of them have Facebook, Twitter, LinkedIn or Instagram accounts established. They are present and disseminating content on those platforms, but they do not have a proper social media marketing plan in place. It is not enough for students today who will enter the workforce to just be equipped with general theories and knowledge when it comes to social media marketing. Students will need to know how to utilize new and constantly updated social media marketing strategies for businesses.

## **Course Objectives**

# How social media has disrupted traditional marketing

# The benefits of and why social media marketing is important

# How to develop their personal brands

# How to create a social media marketing strategy

# Creating and optimizing business profiles on each social network

# Implementing a social media content strategy on each social network

# The benefits of and how to market with blogs, vlogs, podcasts and webinars

# How to launch a social media marketing campaign

# How to create a social media influencer marketing strategy

# Creating an employee advocacy program

# Social media policies and crisis response plans

# Social media advertising on each social network

# Social selling

# Social media analytics and measuring ROI

# By the end of the course, students will know how to implement a successful content strategy for Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn, and YouTube.

# **Course Materials**

* Required: “Essentials of Social Media Marketing,” by Michelle Charello
* Optional: Mimic Social (social media marketing simulation)

Instructions for obtaining digital copies of “Essentials of Social Media Marketing” and Mimic Social will be distributed individually via email from no-reply@stukent.com or from a professor email. License keys may also be available for purchase from the bookstore, but the cheapest way to purchase the material is buying direct from stukent.com. Watch for the email, and check your spam folder in case it somehow goes there.

# **Course Requirements and Grading**

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| --- | --- | --- |
| Method |   | % |
| Chapter Assignments & Case Studies | 50% |
| Exams | 25% |
| Participation | 5% |
| Social Media Client Project or Mimic Social Simulation | 20% |
| Grading Scale  |
| A | 94-100% |
| A- | 90-93 |
| B+ | 87-89 |
| B | 84-86 |
| B- | 80-83 |
| C+ | 77-79 |
| C | 74-76 |
| C- | 70-73 |
| D+ | 67-69 |
| D | 60-66 |
| F | 59 and below |

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# **Chapter Assignments & Case Studies: 50%**

Throughout the semester, you will be given various assignments related to each chapter in the “Essentials of Social Media Marketing” digital textbook, including but not limited to:

* The social media skills gap
* Auditing and developing your personal brand
* Creating a social media marketing strategy and plan
* Case Study: Facebook Marketing X-Jump Trampoline Park
* Instagram company post analysis
* Leveraging Twitter to create evergreen content
* Creating a Snapchat content strategy
* Creating a Pinterest board and Pinterest content strategy
* Creating a company LinkedIn profile with company posts
* Completing free LinkedIn learning courses
* Analyzing company YouTube videos and creating a YouTube content strategy
* Writing a blog post or BuzzFeed article, recording a vlog, or recording a podcast.
* Case Study: COVID-19’s Impact on Consumers and Businesses
* Wishpond Social Media Marketing Campaign Assignment
* Identifying social media influencers
* Influencer marketing TikTok challenge
* Creating an influencer marketing strategy for a brand
* Calculating the potential reach of employee advocacy programs
* Writing a social media policy
* Identifying and analyzing a social media crisis
* Social media advertisement analysis
* Social selling amidst COVID-19
* Measuring social media ROI

**Note**: 22 assignment options are listed above. There are 48 assignment options (2-5 per chapter) available in the textbook’s Instructor Resource folders.

#### **EXPERT SESSIONS**

* There are twelve expert sessions featuring social media marketing experts. Your instructor may or may not require you to watch them as part of your homework assignments. Even if you are not required to watch them, it is highly recommended that you watch them all in order to get great, practical information from people in the industry.

# **Exams: 25%**

* 2 Exam Format: Midterm & Final Exam based on chapter questions to be determined by Professor.
* 4 Exam Format: Exams based on chapter questions after completing 5 chapters throughout the semester.

# **Participation: 5%**

Class participation consists of completing the homework assignments, answering and asking questions in class, participating in any group projects or class activities and working on the client project.

# **CLIENT SOCIAL MEDIA PROJECT OR MIMIC SOCIAL SIMULAITON: 20%**

# **Client Project**

In groups or as a class project, students will take over the social media accounts and create a social media marketing strategy for a real company.

As students’ progress through each chapter, they will apply their learnings to the real business.

**Students will:**

* Create a social media calendar with weekly posts that are approved by the business, and publish them on the social media accounts. Posts will be optimized properly and will include the post text as well as images and videos.
* Write a blog on behalf of the company, and publish it on their blog site if applicable.
* Create and run a social media marketing campaign for the client.
* Develop an influencer marketing strategy for the client.
* Create an employee advocacy plan for the client.
* Create a social media policy, and develop a crisis response plan for the client.
* If budget is available, students will place a social media ad for the client.
* Throughout the semester, students will analyze results and provide the client with a social media report.

At the end of the semester, students will create a social media marketing plan and summary of recommendations for the client. Students should present the plan in person or online to the client.

The social media plan and presentation should be inclusive of the following:

1. Title Page
2. Table of Contents
3. Executive Summary
4. Overview (an overview of the client’s current social media presence, a competitive analysis, goals, strategies, target market, tools, implementation, monitoring, and budget)
5. Social Media Audit
6. SWOT Analysis
7. Target Market
8. Competitor Assessment
9. Goals, Objectives, and Metrics
10. Social Media Strategy and Platform Selection
11. Roles and Responsibilities
12. Content Strategy
13. Distribution Strategy
14. Employee Advocacy Program
15. Social Media Policy and Critical (Crisis) Response Plan
16. Influencer Program
17. Advertising Strategy
18. Results
19. Recommendations

# **Mimic Social Simulation**

The Mimic Social simulation will give students a taste of what it is like to run a social media marketing campaign for a business.

Students will run the social media marketing strategy for Buhi Supply Co., an e-commerce and retail bag supplier. It specializes in backpack, purse, wallet, satchel, and duffel products. Its business goals are to find bags that resonate with a design-conscious audience, manufacture them at affordable costs, and sell them for a profit at competitive prices.

Buhi aims to design functional bags that evoke nostalgia, bags with enough personality for even the choosiest of Millennials. This goal has been a driving factor that has helped Buhi's sales grow significantly since it was founded in 2009. A student’s role as the social media manager is to help Buhi reach this goal by increasing the number of visitors on its website. There are twelve rounds to the simulation wherein students will be required to create seven to 12 social media posts per week per platform, or one to two per day. A round will be completed each week of the semester for a total of 12 weeks. Students will be responsible for analyzing their content's performance to determine the optimal number of posts for each platform, as well as the channels they believe will best promote Buhi products. Students will also have a $5,000 weekly social media advertising budget to promote posts.

It is likely that students will not do very well for the first round or two, but that is all right. Don't worry. Their experience with the simulation, combined with the lesson materials, will help prepare students for success in social media marketing.

The final project will be to create a social media plan and summary of recommendations for Buhi Supply Co.