

# BUS R135: SOCIAL MEDIA MARKETING

**Originator**

ptrujillo

**Co-Contributor(s)**
**Name(s)**

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Lynch , Alex (alynch)

**College**

Oxnard College

**Discipline (CB01A)**

BUS - Business

**Course Number (CB01B)**

R135

**Course Title (CB02)**

Social Media Marketing

**Banner/Short Title**

Social Media Marketing

**Credit Type**

Credit

**Start Term**

Fall 2021

**Formerly**

BUS R198X

**Catalog Course Description**

This course provides students with an introduction to social media marketing, including social communities, publishing, entertainment, and commerce. Opportunities and limitations of current social media platforms will be examined. The course will emphasize social media's strategic role in traditional marketing, how to build effective social media marketing strategies, and how to track their effectiveness.

**Taxonomy of Programs (TOP) Code (CB03)**

0506.40 - \*Small Business and Entrepreneurship

**Course Credit Status (CB04)**

D (Credit - Degree Applicable)

**Course Transfer Status (CB05) (select one only)**

B (Transferable to CSU only)

**Course Basic Skills Status (CB08)**

N - The Course is Not a Basic Skills Course

**SAM Priority Code (CB09)**

C - Clearly Occupational

**Course Cooperative Work Experience Education Status (CB10)**

N - Is Not Part of a Cooperative Work Experience Education Program

**Course Classification Status (CB11)**

Y - Credit Course

**Educational Assistance Class Instruction (Approved Special Class) (CB13)**

N - The Course is Not an Approved Special Class

**Course Prior to Transfer Level (CB21)**

Y - Not Applicable

**Course Noncredit Category (CB22)**

Y - Credit Course

**Funding Agency Category (CB23)**

Y - Not Applicable (Funding Not Used)

**Course Program Status (CB24)**

1 - Program Applicable

**General Education Status (CB25)**

Y - Not Applicable

**Support Course Status (CB26)**

N - Course is not a support course

**Field trips**

Will not be required

**Grading method**

Letter Graded

**Does this course require an instructional materials fee?**

No

**Repeatable for Credit**

No

**Is this course part of a family?**

No

**Units and Hours**

**Carnegie Unit Override**

No

**In-Class**

**Lecture**

**Minimum Contact/In-Class Lecture Hours**

17.50

**Maximum Contact/In-Class Lecture Hours**

17.50

**Activity**

**Laboratory**

**Minimum Contact/In-Class Laboratory Hours**

26.25

**Maximum Contact/In-Class Laboratory Hours**

26.25

**Total in-Class****Total in-Class****Total Minimum Contact/In-Class Hours**

43.75

**Total Maximum Contact/In-Class Hours**

43.75

**Outside-of-Class****Internship/Cooperative Work Experience****Paid****Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

35

**Maximum Outside-of-Class Hours**

35

**Total Student Learning****Total Student Learning****Total Minimum Student Learning Hours**

78.75

**Total Maximum Student Learning Hours**

78.75

**Minimum Units (CB07)**

1.5

**Maximum Units (CB06)**

1.5

**Student Learning Outcomes (CSLOs)****Upon satisfactory completion of the course, students will be able to:**

- |   |   |
|---|---|
| 1 | Demonstrate how social media can be strategically integrated into a traditional marketing communications campaign.  |
| 2 | Identify key issues and trends, such as threats or opportunities, for evolving and emerging social media platforms.   |
| 3 | Demonstrate a level of engagement in the subject matter that reveals their understanding of the value of the course content beyond the task itself, specifically as it relates to linking the relevance of course content to careers in business and accounting and their personal lives. |

**Course Objectives****Upon satisfactory completion of the course, students will be able to:**

- |   |   |
|---|---|
| 1 | Describe the scope of social media marketing and identify current and emerging platforms.   |
| 2 | Explain how consumers interact socially and its impact on information diffusion.  |
| 3 | Identify the methods used to evaluate the effectiveness of social media campaigns.  |
| 4 | Identify social media strategies that are appropriately integrated with an overall marketing strategy.                                    |
| 5 | Explain the inter-relatedness and convergence of social media platforms with traditional marketing communication techniques and channels. |

- 6 To outline the "Four Zones" of social media that marketers can use to achieve their strategic objectives. These include:
1. Community (e.g. Instagram)
  2. Publishing (e.g. Tumblr)
  3. Entertainment (e.g. Candy Crush Saga)
  4. Commerce (e.g. Groupon)

## Course Content

### Lecture/Course Content

1. Social media and how it is differentiated from traditional media
2. Social media strategic planning
3. Social footprints within the social zones
4. Digital communities and how communication interactively travels
5. Personal brands and identities in social networking communities
6. Channels of social publishing
7. Use of gaming to brand products
8. Difference between social commerce and e-commerce
9. Quantitative and qualitative approaches for social media research
10. Role of metrics in social media performance measurement

### Laboratory or Activity Content

1. Students will perform various computer search engine activities to research various applications of business marketing.
2. Students will use search engine activities to evaluate the effectiveness of social media campaigns.
3. Students will use search engine activities to evaluate emerging platforms.
4. Students will practice developing a social media strategy for a small business.

## Methods of Evaluation

**Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):**

Problem solving exercises  
Written expression

**Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):**

Computational homework  
Individual projects  
Objective exams  
Quizzes

## Instructional Methodology

**Specify the methods of instruction that may be employed in this course**

Class activities  
Distance Education  
Group discussions  
Lecture

**Describe specific examples of the methods the instructor will use:**

The instructional methodology for this course will include lectures, class discussions, case studies, and studying actual business problems. Course materials will use current examples of existing business problems to encourage classroom discussion and enhance the learning experience. Multi-media presentations, guest speakers, and group activities may also be used as methods of instruction.

## Representative Course Assignments

### Writing Assignments

1. Summary and analysis of other readings on social media marketing.

**Critical Thinking Assignments**

1. Written and questions answered about Social Media Marketing
2. Students will identify and report on different case studies concerning social media marketing.

**Reading Assignments**

1. Assignments will include instructor generated assignments on content, form, and purpose.

**Other assignments (if applicable)**

1. Preparing for class discussion.

**Outside Assignments****Representative Outside Assignments**

1. Students are assigned weekly reading homework and lesson questions that must be answered and submitted

**District General Education****A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****CSU GE-Breadth****Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals**

Resource Type

Textbook

**Description**

Tuten, T.L. (2017). *Social Media Marketing* (4th). Prentice Hall.

**Resource Type**

Websites

**Description**

The Balance Small Business.com (thebalancesmb.com)

**Library Resources****Sufficient Library Resources exist**

Yes

**Distance Education Addendum****Definitions****Distance Education Modalities**

Hybrid (51%–99% online)

Hybrid (1%–50% online)

100% online

**Faculty Certifications**

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

**Regular Effective/Substantive Contact****Hybrid (1%–50% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods.
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

**Hybrid (51%–99% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Students must show participation in online discussions in Canvas. To receive any credit for the discussion, a student must post their own original input/thoughts from the original discussion question posted. After this is completed by the first deadline, the student has the ability to earn the remaining points for the particular discussion by replying to a fellow student's post, asking or answering questions and/or expanding on agreeable entries.

Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods.
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

**100% online Modality:**

<b>Method of Instruction</b>	<b>Document typical activities or assignments for each method of instruction</b>
Asynchronous Dialog (e.g., discussion board)	Students must show participation in online discussions in Canvas. To receive any credit for the discussion, a student must post their own original input/thoughts from the original discussion question posted. After this is completed by the first deadline, the student has the ability to earn the remaining points for the particular discussion by replying to a fellow student's post, asking or answering questions and/or expanding on agreeable entries.
Video Conferencing	Students are expected to attend video conferencing instructional sessions.
Other DE (e.g., recorded lectures)	Students will have access to previously recorded lectures on the Power Point presentations for the class.
Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods.
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

**Examinations**

**Hybrid (1%–50% online) Modality**

Online

**Hybrid (51%–99% online) Modality**

Online

**Primary Minimum Qualification**

BUSINESS

**Additional Minimum Qualifications**

**Minimum Qualifications**

Marketing

**Review and Approval Dates**

**Department Chair**

09/14/2020

**Dean**

09/14/2020

**Technical Review**

10/28/2020

**Curriculum Committee**

10/28/2020

**Curriculum Committee**

12/09/2020

**CCCCO**

MM/DD/YYYY

**Control Number**

CCC000588271

**DOE/accreditation approval date**

MM/DD/YYYY