

BA172
Social Media Marketing

3 Credits

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Reviewer: Ben Acquaye

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BA172 Version: 3



Social Media Marketing

Calendar Description

This course teaches students how to take a strategic approach to marketing utilizing social media. This includes learning how to establish strategic goals and objectives and how to implement and monitor a social media marketing plan through both coursework and a hands-on approach. By the end of the course, students will be able to demonstrate their knowledge of the social media landscape and how businesses can best market themselves through varying platforms.

Rationale

This is a required course for the Administrative Professional certificate. Many businesses struggle with social media because they lack a definite plan. Businesses often start with an end in mind instead of creating a strategy and objectives. Like any form of marketing, a strong strategic plan for social media is required for success. Students learn theories and skills that enable them to create an effective strategy, set objectives, and create a plan to improve his/her company's social media marketing (SMM).

Prerequisites

None

Co-Requisites

None

Course Learning Outcomes

Upon successful completion of this course, students will be able to

1. explain why social media is important to businesses around the world.
2. describe types of social media platforms with emphasis on social networking.
3. identify and evaluate the main forms of social media platforms utilized by businesses.
4. describe what SMM tools are and how they can be used.
5. define the key elements of a SMM plan.
6. explain the nature and importance of social media monitoring.

8. determine the most beneficial SMM evaluation tools based on the social media platform.
9. analyze social media analytics and interpret them.

Resource Materials

Required Text:

Barker, Barker, Bormann, Roberts, & Zahay. (2017). *Social media marketing: A strategic approach* (2nd ed.). Boston, MA: Cengage Learning.

Conduct of Course

This is a distance education course that is taught using a textbook and various online tools. The course instruction is delivered online through the Desire2Learn (D2L) learning management system. The course is organized into four learning methodologies: (1) textbook readings, (2) online resources, and (3) D2L Learning Activities (4) hands-on social media management experience. Students may be required to access various websites, YouTube videos, and read additional instructional materials as needed. Students must have access to a computer in order to access D2L, e-mail, and online resources. A smartphone with the ability to download social media apps onto it for field-work is required as well.

A course outline is provided on D2L as a guideline for students to complete assigned chapter readings, view videos, and assessments. As this is an online course, students need to be self-disciplined and practice good time-management skills. As in face-to-face courses, students should keep up with assigned readings/videos and come prepared to participate with meaningful contributions to both individual and group activities.

Desire2Learn and the Course

D2L is used to administer the following: view chapter PowerPoint slides, access videos, post to discussions, view and submit learning activities (assignments), complete quizzes, and access grades.

Evaluation Procedures

The final grade is an aggregate of the following components:

Discussions	16%
Assignments	36%
Quizzes	28%
SMM Plan	<u>20%</u>
Total	100%

Grading emphasis is on both content and presentation of content.

All assignments must be submitted on time to D2L.

Grade Equivalents and Course Pass Requirements

A minimum grade of D (50%) (1.00) is required to pass this course.

Letter	F	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
Percent Range	0-49	50-52	53-56	57-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-100
Points	0.00	1.00	1.30	1.70	2.00	2.30	2.70	3.00	3.30	3.70	4.00	4.00

Students must maintain a cumulative grade of C (GPA - Grade Point Average of 2.00) in order to qualify to graduate.

Attendance

Because this is an online course, attendance is demonstrated by keeping up with readings and assignments, participation in dialogue on the discussion board, and completing course work and assignments to the satisfaction of the instructor.

In cases where illness impedes participation or assessments, the student may be requested to submit a medical certificate.

Course Units/Topics

This course consists of 4 compulsory units:

Part 1: The Role and Importance of SMM

Part 2: Social Media Platforms and Social Media Networking

Part 3: Marketing: video, photos,

Part 4: SMM plan and monitoring.



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