

Mt. San Jacinto College  
Integrated Course Outline of Record

Form B

|               |              |       |            |
|---------------|--------------|-------|------------|
| Submitted by: | Alan Marsala | Date: | 12/17/2020 |
|---------------|--------------|-------|------------|

| Department    | Subject           | Course Number | Title                                      |
|---------------|-------------------|---------------|--------------------------------------------|
| Digital Media | Digital Media DIG | 181           | Social Media Marketing (formerly DIG-581 ) |

Units/Hours

Each lecture unit requires 1 hour per week of class time, and 2 hours per week of study outside of class.  
Each laboratory unit requires 3 hours per week of class time.  
Each activity unit requires 2 hours per week of class time and 1 hour per week of study outside of class.

|                               |                            |
|-------------------------------|----------------------------|
| <b>Lecture Units</b>          | <b>Total Units</b>         |
| 3.00                          | 3.00                       |
| <b>Lecture Contact Hours</b>  | <b>Total Contact Hours</b> |
| 48.00 - 54.00                 | 48.00 - 54.00              |
| <b>Lecture Homework Hours</b> |                            |
| 96.00 - 108.00                |                            |

Stand Alone:

|                    |
|--------------------|
| Program Applicable |
|--------------------|

AA/AS Degree General Ed Breadth Area(s):

|        |
|--------|
| -none- |
|--------|

General Education Justification:

|  |
|--|
|  |
|--|

|                                          |                                                                                                                                                                                                                                                                                                                                                                                                     |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Maximum Enrollment:</b>               | 35                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Maximum Enrollment Justification:</b> | <p>Course requires significant response to written materials - check all that apply:</p> <p>* Course requires an unusually large amount of written work to be responded to individually by the instructor per semester.</p> <p>Justification: Students create and recreate products multiple times within the course. Social media products, including 10 page reports must be evaluated, given</p> |

feedback and resubmitted several times before meeting industry standards.

Grading Method:

Letter Grade or P/NP

TOP code:

0614.00\*

Can be Taken

1

time(s) for credit (max 4)

- Visual or Performing Arts course that is required to meet major requirements for UC/CSU

- Intercollegiate athletics course

- Academic/vocational competition course

Catalog Description:

(Please do not refer to transferability or degree, certificate, or employment concentration applicability. Please only describe the course). (75 words or less in gray box below).

This social media marketing course provides students with an online marketing foundation in social networking by providing an overview of social media technology and platforms. An emphasis will be placed on productivity and framework for understanding and evaluating new tools and platforms as they relate to business/organizational goals aligned with a call to action towards a target market.

Schedule Description:

(Please do not refer to transferability or degree, certificate, or employment concentration applicability. Please only describe the course). (25 words or less in gray box below).

This course covers online marketing with social media by exploring a systematic process for creating a social media marketing campaign.

Need for the course:

This course meets the needs of the digital media professional seeking a career in any visual design field. The course fulfills an elective in the Digital Media A.S. Degree and/or the Digital Media Certificate and/or Employment Concentrations. In addition, it supports the request by the Digital Media Career Advisory to provide a social media marketing course for students.

Prerequisite(s):

Prerequisites go through a separate approval process. See Forms E1-E6 for details. (For further clarification, contact the Prerequisite Subcommittee)

- DIG 110 with a Grade of C or better.

Corequisite(s):

Corequisites go through a separate approval process. See Forms E1-E6 for details.

-none-

Recommend Preparation:

Recommended Preparation goes through a separate approval process. See Forms E1-E6 for details.

-none-

Other Enrollment Criteria:

-none-

**Learning Objectives:**

(please number each objective and express in behavioral terms)

Upon the completion of the course the student will be able to do the following:

1. Define the purpose and features of social media and distribution outlets/platforms.
  2. Differentiate between social media platforms.
  3. Describe and interpret social media to market, strategize, and campaigns.
  4. Create and maintain a blog on a standard hosting service
  5. Analyze the security and privacy features of social media platforms.
  6. Evaluate the usage of crowdsourcing to create community interaction.
  7. Evaluate social media as a marketing practice to shift the perspective from control to engagement.
  8. Analyze a systematic process for creating a social media marketing goals, and strategy and integrating it into traditional marketing, advertising, and public relations practice
  9. Work in a team environment to create a social media campaign case study to include goals, objectives, call to actions, and strategy aligned with a target audience.
  10. Produce social messages, blogs, microblogging, media sharing, live video using social knowledge to be incorporated into a strategic social media marketing plan.
  11. Understand the professional and ethical concerns arrived by the use of social media for a marketing purpose.

**Course Content:**

(please number the outline of main topics and subtopics)

- I. Scale and Scope of Social Media
    - i. Origin and Development of Social Media
    - ii. Size of Social Influence
    - iii. Distinction Between Social Media Platforms
    - iv. Interactivity and Two-Way Communication
    - v. Introduction to Social Media Marketing Plan: Discover and Explore
    - vi. Cultural Impact and the Importance of Equity
  - II. Shifting Influences
    - i. The Decline of Push Marketing
    - ii. Social Media Terminology
    - iii. Mass Media to Consumer Communication
    - iv. Social Presence and Media Richness
    - v. Social Media Marketing Plan: Goals and Strategy
    - vi. The Rise of the Social Media "Influencer"
      - a. The Aesthetic of an Online Self
      - b. Influencer Impact on Social Norms
  - III. Social Media Control to Engagement
    - i. History of Advertisement
      - a. The Four Ps
      - b. Product
      - c. Price
      - d. Place
      - e. Promotion
    - ii. Disruption to Engagement
      - a. The Four Cs
      - b. Channels
      - c. Content
      - d. Connections
      - e. Corrections
    - iii. Target Audiences
    - iv. Content Strategy

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>v. Social Media Marketing Plan: Quantifying Engagement</div><div>IV. Social Media Tools</div><div><div>i. Tools Defined, Purpose, and Publishing</div><div>ii. Blogs, Podcast, and Webinar Production</div><div>iii. Articles and Digital Books</div><div>iv. Video Sharing</div><div>v. Photo and Image Sharing</div><div>vi. Current Trends</div><div>vii. Accessibility</div></div><div>V. Social Media Networks/Platforms</div><div><div>i. Facebook</div><div>ii. LinkedIn</div><div>iii. Messaging Apps (i.e., WhatsApp., Snapchat)</div><div>iv. Instagram</div><div>v. Twitter</div><div>vi. Tumblr</div><div>vii. Pinterest</div><div>viii. YouTube</div><div>ix. Nextdoor</div><div>x. Quora</div><div>xi. Yelp</div></div><div>VI. Social Media Monitoring</div><div><div>i. Define and History</div><div>ii. Tracking and Measuring Tools</div><div>iii. Understanding and Interpreting Quantitative and Qualitative Data</div><div>iv. Qualitative Key Performance Indicators (KPI's)</div><div>v. Understanding and Calculating Return on Investment (ROI)</div></div><div>VII. The Elements in a Social Media Marketing Strategy</div><div><div>i. Listening - Understanding the Competitive Environment</div><div>ii. Define Social Media Marketing Purpose</div><div>iii. Align Goals and Objectives to Create Calls to Action</div><div>iv. Include Channels, Content, and Connections</div><div>v. Evaluate</div><div>vi. Make Corrections and Restructure</div></div></div> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Methods of Instruction:

Methods of instruction may include, but are not limited to the following:

- Method:** Lecture

**Integration:** Course information/material will be presented to learners with the assistance of handouts, audio/video, and slide-decks. These materials will illustrate the origin and development of social media marketing as it relates to the movement away from shifting influences in a mass media economy to consumer communication and engagement with social platforms. Exams and quizzes will consist of true/false, multiple-choice, or short essay questions.
- Method:** Discussion

**Integration:** Group discussions of selected social media control-to-engagement topics will examine and evaluate Learner's comprehension and understanding of yesterday's advertising methodology to today's social media marketing strategy.
- Method:** Film/video Viewing and Discussion

**Integration:** Audio-visual materials will be used to enhance the student learning experience as part of a cohesive review and discussion of the various themes and concepts that form the basis for development and application of social media tools, networks, and platforms to plan a social media marketing campaign.
- Method:** Papers and Reports

**Integration:** Learners will complete a research paper evaluating a company/organization and a

particular/specified social media marketing campaign. The research paper will provide the learner with knowledge in determining the overall impact the campaign produced as well as the Return on Investment (ROI) to determine if the campaign was profitable for the company/organization.

## **Methods of Evaluation:**

A student's grade shall be determined by the instructor using multiple measures of performance related to the course objectives. Methods of evaluation may include but are not limited to the following:

- **Method:** Class Participation  
**Integration:** During each class meeting, time will be set aside for learners to form groups to discuss and assess current events regarding the application of social media and its role in marketing. Learners will be evaluated on their ability to assess the content (recent event) and contribution to the conversation. Additionally, a section of the time-period will include a component of equity, culture, and ethics in or around the current event.
- **Method:** Exams/Tests  
**Integration:** Exams and quizzes will encompass class lecture and textbook reading assignments to measure the learner's retention of course material. Learners will be evaluated on their understanding of social media marketing and the application of strategic planning, process, and the individual components to complete a social media marketing campaign. Exams and quizzes will consist of true/false, multiple-choice, or short essay questions.
- **Method:** Projects  
**Integration:** Projects will include the gathering, analysis, and synthesis of information regarding a particular social media marketing campaign or a specific case study to identify the best course of action and the development of digital-media components utilized. Learners will be evaluated on their examination of the research and the development of the digital-media components used for the effectiveness of the social media marketing campaign.
- **Method:** Homework  
**Integration:** Learners will be required to answer short essay questions or develop a digital media component to be used in a social media marketing campaign. Discussions at the next class meeting will take place to reinforce the lecture material and learner's ability to work with current technology used in social media. Learner's work will be evaluated on their understanding of the essay question or the development of a digital media component along with the perception of what the component will achieve.

## **Examples of Assignments:**

Students will be expected to understand and critique college level texts or the equivalent. Reading and writing, as well as out of class assignments are required. These assignments may include but are not limited to the following:

1. Write a short essay describe a social media marketing practice used in a social media marketing campaign by evaluating the shift in perspective from control to engagement.
2. In a team project, describe a social media marketing campaign (identified by the team or from a case study), develop two objectives using SMART criteria with a specified target audience, and prepare a cohesive goal statement for each objective. Teams will additionally produce a call to action for each goal identified and present findings in a class presentation.
3. Create a blog, write one blog posting for an identified social media marketing campaign. Highlight the understanding of professional, equity, and ethical concerns when writing and linking marketing material on social media platforms through the blog subject and written material.

## **Textbooks:**

- Quesenberry, K. A. (2020). *Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution*, 3rd Rowman & Littlefield Publishers. ISBN: 9781538138175

**Other Resources:**

**Minimum Qualification**

- Multimedia