



DIG-582: SOCIAL MEDIA STRATEGY & CAMPAIGNS

Effective Term

Fall 2026

BOT Approval Date

06/12/2025

Discipline

DIG - Digital Media

Course Number

582

Course Title

Social Media Strategy & Campaigns

Short Title

Social Media Strategy

Credit Status (CB 04)

D - Credit - Degree applicable

Units

Lecture Units

3.00

Total Units

3.00

Hours

Lecture Contact Hours

48-54

Out of Class Hours Lecture

96-108

Total Contact Hours

48 - 54

Total Out of Class Hours

96 - 108

Total Student Learning Hours

144 - 162

Distance Education

Yes

Distance Education

Distance Education Type

Both Fully Online and Hybrid Online

Fully Online Delivery Requirements:

- a. Students must be notified via the college schedule of classes and the syllabus for the class if proctored tests are required for this course
- b. Any planned face-to-face meetings, such as an orientation or study session, must be optional

c. The MSJC curriculum committee requires the use of accessible, asynchronous discussion as a component of every fully online course

Are you using publisher content?

No

Regular Substantive Interaction

Instructor-to-student, student-to-student, and student-to-content contact shall be distributed in a manner that will ensure regular substantive interaction (RSI) is maintained not only weekly but also for the duration of the course. Instructor interactions should be equivalent in time, quality and consistency to the engagement students would receive in a face-to-face course—for example, through announcements, discussion participation, personalized feedback, video messages, or other instructional communications. Instructors are expected to be responsive to student inquiries within a 24-72 hour time frame excluding holidays. RSI will be maintained through a variety of methods:

- Orientation - Students must be oriented to the online and face-to-face portions at the start of the course.
- Announcements - Announcements using the course management system must be posted at least weekly to keep students current on course events, due dates, materials, etc.
- Discussion Forums - Content-related discussion forums within the designated CMS will include appropriate instructor participation and will be initiated and maintained, with timely feedback provided. Instructors are required to monitor the discussions and related activities to provide guidance and direction. Open-ended discussion boards may be used to further learning and interaction.
- MSJC Communication – Instructor will use MSJC-administered communication tools (such as email or the designated CMS communication tools) to regularly communicate with and provide ease of access to students.
- Timely Feedback - Timely feedback on student work will be provided by the instructor, which may include comments and/or rubrics, within the Grades area of the designated CMS.
- Scheduled Meetings – Hybrid and synchronous courses will meet at regularly scheduled times.

ADA Compliance - All course interactions and content must be designed with accessibility in mind and meet ADA requirements.

Catalog Description

This course explores how to harness the power of social media through data-driven strategies that enhance audience engagement and campaign effectiveness. Students will move beyond foundational marketing techniques to examine audience insights, content optimization, and real-time analytics for strategic decision-making. Emphasis is placed on conducting social media audits, analyzing emerging trends, and integrating social platforms into high-impact campaigns for brands, businesses, and organizations.

Requisites

Prerequisite(s)

Prerequisite(s) (must be taken before)

DIG-181 (with a grade of C or better).

Codes

TOP Code (CB 03)

0509.10* - *Advertising

CIP Code

09.0903 - Advertising.

Repeatability Code

No

Grading Option

Letter grade OR P/NP

Minimum Qualifications

Minimum Qualifications	And/Or
Multimedia	End

Learning Objectives

Learning Objectives

Learning Objective
1. Differentiate between interactivity and two-way communication, evaluating their impact on marketing and advertising effectiveness
2. Integrate social media channels into traditional marketing strategies to enhance customer engagement and brand interaction
3. Analyze marketing strategies, target audiences, feedback patterns, and trends to optimize a marketing campaign
4. Compare and contrast the Four P's and the Four C's to determine an effective methodology for campaign development
5. Evaluate ethical and culturally responsive practices in social media marketing, with attention to accessibility and audience diversity.
6. Assess Key Performance Indicators (KPIs) to measure and improve a company's marketing performance
7. Develop a data-driven marketing plan using SMART objectives and a comprehensive SWOT analysis

Learning Outcome Information

Course Learning Outcomes

Learning Outcome
1. Students will transform ideas or solutions into real world solutions/outcomes.
2. Students will generate new meaning using different media.
3. Students will adapt and apply a technical skill in a new and novel situation.

Content

Course Lecture Content

1. The Evolution of Social Media Marketing
 - a. The rise of social media and shifting consumer behaviors
 - b. Social influence and big data analytics
 - c. Push vs. pull marketing strategies
 - i. Marketing Mass Media
 - ii. Consumer Communication
 - iii. Consumer-Focused
 - iv. Company Focused
 - d. Mobile media and multi-platform engagement
2. Marketing Theories & Strategic Frameworks
 - a. Social Presence Theory & Media Richness Theory
 - b. The shift from control to engagement in marketing
 - c. The Four Ps vs. Four Cs in digital strategy
 - d. Developing SMART objectives and SWOT analysis
 - e. Representation in Advertising and Bias in Messaging
3. Data-Driven Social Media Marketing
 - a. Primary and secondary data collection
 - b. Industry trends and competitor analysis
 - c. Consumer segmentation: geographic, demographic, psychographic, behavioral
 - d. Social media audits and KPI tracking
 - e. Monitoring tools and analytics platforms
 - f. Bias and Marginalization in Data Collection Tools
4. Building Effective Social Media Campaigns
 - a. Creating compelling brand narratives
 - b. Developing "Big Ideas" in digital marketing
 - c. Emotional cognition and consumer engagement strategies
 - d. Ethnographic research and consumer insights
 - e. Inclusive Design Principles

- i. Captioning
 - ii. Color Contrast
 - iii. Alt Text
- 5. Integrated Marketing Communications (IMC)
 - a. The convergence of social media, advertising, and PR
 - b. Multi-channel content strategies
 - c. The Attention Economy and consumer behavior
 - d. Leveraging influencer marketing and brand evangelists
- 6. Choosing & Optimizing Social Media Platforms
 - a. Social networks: Facebook, LinkedIn, Twitter, TikTok
 - b. Blogging & microblogging strategies
 - c. Media-sharing platforms: YouTube, Instagram, Snapchat
 - d. Live video marketing and real-time engagement
 - e. Social bookmarking, crowdsourcing, and knowledge-sharing sites
- 7. Content Marketing & Consumer Engagement
 - a. Developing and distributing valuable, relevant content
 - b. Creating micro-moment experiences for mobile users
 - c. Brand evangelism and word-of-mouth marketing
 - d. Managing social media for customer service and sales
- 8. Social Media Analytics & Performance Metrics
 - a. Real-time intelligence and market research
 - b. Identifying and leveraging feedback patterns
 - c. Measuring ROI in social media marketing
 - d. Evaluating campaign performance with social intelligence
- 9. Social Media Ethics, Law & Professional Etiquette
 - a. Regulatory compliance in digital marketing
 - b. Ethical considerations in online branding
 - c. Personal branding and digital professionalism
 - d. Crisis management and social responsibility

Methods of Instruction

Method

Activity

Integration

Students will engage in a structured comparison activity where they analyze the characteristics of social networks and social knowledge platforms. This activity supports Learning Objective 1 by helping students differentiate between interactive and two-way communication across various platform types and evaluate how these characteristics influence marketing and advertising strategies. It also supports Learning Objective 2 by encouraging students to consider how different platform types can be strategically integrated into broader marketing campaigns.

DE Adaptations for MOI

Students will contribute comparison insights into a shared Wiki or online document provided through a link on the CMS. To ensure accessibility, the document will use clear formatting, descriptive headings, alt text for any images, and accessible font choices. Students will also have the option to contribute using written text, audio, or video (with captions), supporting different learning styles and accessibility needs.

Method

Discussion

Integration

Through a guided discussion, students will evaluate the effectiveness of Live Video strategies used by companies that prioritize inclusivity and representation. This discussion directly supports Learning Objective 5, as students will explore ethical and DEI-related considerations in marketing plans. It also supports Learning Objective 3 by asking students to analyze how target audience engagement and trends are affected by live video content, especially in diverse market contexts.

DE Adaptations for MOI

Discussion will be held as an online discussion board through the CMS. To ensure accessibility, students may respond using written text, audio, or video—with captions or transcripts required for multimedia submissions. The discussion board will be monitored to ensure respectful, inclusive dialogue.

Method

Lecture

Integration

Instructor-led lectures will introduce students to a variety of social media marketing strategies and the role of Key Performance Indicators (KPIs) in measuring campaign success. This instructional method aligns with Learning Objectives 3, 6, and 7, as students will analyze campaign strategies, assess performance through KPIs, and apply these concepts to develop their own strategic, data-driven marketing plans using SMART objectives and SWOT analysis.

DE Adaptations for MOI

Online lectures will be delivered asynchronously or synchronously through the CMS, using video and narrated slides. To ensure accessibility, all lecture videos will include captions and transcripts, and narrated slides will follow accessibility best practices, including high-contrast visuals, readable fonts, and alt text for images.

Methods of Evaluation**Method**

Exams/Tests

Integration

Exam essay question that asks learners to identify the target audience, feedback patterns, and trends for a fictitious or real company. Learner responses will be evaluated based on proper identification of any procedural problems, crisis situations, and support for an effective customer service strategy.

DE Adaptations for MOE

The exam essay question will be administered through the quizzes portion of the CMS, with learners completing written responses to the quiz prompts asynchronously. Responses will be graded through the CMS with instructors evaluating learner responses as written annotated feedback within a week of the quiz completion.

Method

Other

Integration

Production assignment in which students create a social media marketing plan applying social networking marketing strategies to achieve a measurable return on investment for a fictitious or real company. Learners will demonstrate an understanding of social media marketing strategies and how they contribute to the measurable success of the company and be evaluated on the quality of the strategies presented in the marketing plan.

DE Adaptations for MOE

Learners will submit the production assignment to the assignment page of the CMS. Assignment evaluation will come in the form of instructor feedback through the feedback portion of the CMS within a week of the assignment submission and be evaluated on the quality of the strategies presented in the marketing plan.

Method

Projects

Integration

A social media marketing project plan that will require learners to develop strategies that are sensitive to diverse target audiences, considering factors such as age, race, gender, and socio-economic status. Learners will be evaluated on the accuracy and depth of marketing strategies, identification of target audience needs, SMART objectives, and SWOT analysis.

DE Adaptations for MOE

Learners will upload the completed project to the CMS assignment area, ensuring all aspects of the plan are integrated. Learners will be evaluated through instructor feedback in the assignment portion of the CMS within a week of submission and be based on the accuracy and depth of marketing strategies, identification of target audience needs, SMART objectives, and SWOT analysis.

Assignments**Assignment Type**

Reading

In-class and/or outside of class

Outside of class

Formative or Summative

Formative

Assignment

Read chapter four in the textbook and focus on the role of social networks in shaping brand identities. After reading the chapter, summarize the key strategies used in successful social media marketing campaigns and reflect on how these strategies could be adapted to engage diverse audiences, considering factors such as gender, culture, and age.

Submit a 200-300 word write-up as a PDF to the assignment page on the CMS, covering:

How can social media marketing campaigns be tailored to different cultural or social groups?

Provide an example of a brand or campaign that has successfully used social media to reach a diverse audience.

How assignment will be adapted in online format

The assignment will be provided through the assignment page on the CMS. Rather than a written submission, learners will post their summaries and reflections to a discussion board to encourage peer engagement. The instructor will provide feedback within a week via the grading portion of the CMS, offering individualized comments that highlight strengths and suggest areas for improvement. Peer responses will be encouraged as part of the assignment to foster collaborative learning and additional feedback.

Assignment Type

Writing

In-class and/or outside of class

In-class

Formative or Summative

Formative

Assignment

This assignment will help you critically analyze social media marketing campaigns and evaluate their effectiveness in reaching their intended target audiences.

Instructions:

Choose a recent social media marketing campaign from any brand (must be real).

Write a 500-600 word analysis that covers the following:

The target audience for the campaign and how it was identified.

The marketing strategies used, including the social media platforms involved.

An evaluation of how the campaign addressed or incorporated diversity (e.g., gender, culture, age, etc.).

Suggestions for improving the campaign to better engage diverse audiences.

Submit the essay to the assignment page on the CMS.

How assignment will be adapted in online format

In addition to submitting the assignment through the CMS, learners will post a short accessible video recording of their chosen social media campaign and relevant findings to the class discussion board to share insights and promote peer interaction. Feedback will be given within a week via the grading portion of the CMS, with additional comments provided in the discussion thread as needed to support learning and engagement.

Assignment Type

Other

In-class and/or outside of class

Outside of class

Formative or Summative

Summative

Assignment

This project evaluates your ability to develop a comprehensive social media marketing campaign for a real or fictitious company, focusing on applying key marketing strategies, integrating cultural awareness, and achieving measurable outcomes.

Instructions:

Choose a real or fictitious company for your campaign (you may use a company from your industry of interest).

Develop a social media marketing campaign plan that includes:

Target Audience: Define and analyze the target demographic, ensuring the plan is inclusive and culturally sensitive.

SMART Objectives: Set specific, measurable, achievable, relevant, and time-bound goals for the campaign.

SWOT Analysis: Identify the strengths, weaknesses, opportunities, and threats associated with the company's social media presence.

Social Media Strategy: Choose appropriate platforms (e.g., Facebook, Instagram, TikTok, LinkedIn) and strategies (e.g., influencer marketing, paid ads, organic content).

Key Performance Indicators (KPIs): Define KPIs to measure the success of the campaign.

Diversity and Inclusion Considerations: Discuss how the campaign will address diverse audiences and incorporate inclusive messaging, ensuring the campaign resonates across various demographics (e.g., gender, culture, race, age).

Deliverables:

Submit a written project plan (800-1000 words), including all sections mentioned above, via the assignment page on the CMS.

How assignment will be adapted in online format

Learners will present a brief (5–7 minute) narrated slide deck that overviews their campaign plan, highlighting key strategies, audience engagement approaches, and DEI considerations. The accessible video presentation will be submitted through the assignment page on the CMS. Feedback will be given within a week via the grading portion of the CMS, with specific comments on content, clarity, and alignment with course objectives.

Course Materials**Textbooks**

Quesenberry, Keith (2024). Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution, 4th Ed. Rowman & Littlefield. ISBN: 978-153816709

Class Size Information

Class Size

35

Class Size Category

B - Facilitated learning 35

Diversity and Inclusion

Course Design and Materials: Course will incorporate diverse perspectives, authors, and examples that reflect a variety of cultures, identities, and lived experiences. Instructional materials will be reviewed regularly to ensure representation, inclusivity, and alignment with equity-minded practices across disciplines.

Inclusive Learning Environment: Instructors will establish classroom norms and policies that promote respect, civil discourse, and belonging in both online and face-to-face classes. Clear expectations for communication and engagement will support a learning space where all students feel valued and heard.

Accessible Instruction: Course content will be delivered using accessible design. Materials will follow accessibility guidelines within the CMS, including captioned media, readable document formats, and multiple means of engagement to support diverse learning.

Equitable Teaching Practices: Instructors will use transparent and grading criteria, varied assessment methods, and timely feedback to promote fairness and student success. Opportunities for revision, reflection, and multiple demonstrations of learning may be incorporated when appropriate to the discipline.

Culturally Responsive Pedagogies: Instructional strategies will encourage critical thinking about diverse perspectives and systems of power relevant to the course content. Faculty will foster opportunities for students to connect course material to real-world contexts.

Ongoing Reflection and Improvement: Faculty will engage in continuous professional development related to IDEAA principles and reflect on course practices using metacognition to identify opportunities for increased equity, inclusion, and accessibility.

Explain how diversity and inclusion(e.g., gender, culture/race, sexuality, etc.) is infused into the course.

DIG-582 integrates diversity and inclusion by examining how gender, culture, race, and sexuality influence social media marketing strategies. Students analyze inclusive vs. non-inclusive campaigns, address ethical audience targeting, and apply accessible content creation techniques to ensure broad engagement. Through case studies, social media law discussions, and crisis management training, students develop the skills to create ethical, socially responsible, and culturally competent marketing campaigns.

Describe how assignments, instruction, evaluation, course content, and interactions are contextualized for diverse learners promoting an equitable course.

DIG-582 is designed to promote diversity, equity, and inclusion through its assignments, instruction, evaluation, course content, and interactions. Assignments, such as the social media marketing project plan and final summative project, require students to create campaigns that consider diverse target audiences, ensuring inclusivity and cultural sensitivity in their marketing strategies. The course content emphasizes DEI by including representation in advertising, bias in messaging, and inclusive design principles. MOIs, including lectures, activities, and discussions, incorporate prioritizing inclusivity, accessibility, representation, and engagement. DEI-focused assignments encourage students to critically analyze and apply inclusive strategies. MOEs assess not only technical skills but also how effectively students integrate DEI principles into their strategies.

Interactions

Explain how the course will incorporate student-to-student interaction.

This course will incorporate student-to-student interaction through various collaborative activities, discussions, and peer feedback opportunities. Students will engage in online discussions where they analyze the impact of Live Video on company brands, share their perspectives on social media marketing strategies, and provide feedback on each other's work.

Explain how the course will incorporate instructor-to-student interaction.

The course will incorporate instructor-to-student interaction through a variety of methods, including regular feedback on assignments, lecture discussions, and personalized guidance during project development. The instructor will actively engage with students through timely, constructive feedback on their work, helping them refine their marketing strategies and improve their understanding of course content. Additionally, the instructor will facilitate class discussions, answer questions during lectures, and provide individualized support for students who may need extra assistance.

Explain how the course will incorporate student-to-content interaction.

The course will incorporate student-to-content interaction through a variety of engaging materials and activities designed to enhance understanding and application of social media marketing concepts. Students will interact with the course content by analyzing case studies, engaging with readings, participating in lectures, and completing hands-on projects such as social media marketing plans. Interactive content, like quizzes and discussion boards, will allow students to test their understanding and apply theories to real-world scenarios. Additionally, students will work with up-to-date tools and resources, including podcasts, Twitter feeds, and other social media platforms, to ensure they are engaging with relevant and current content.

Explain how the course will incorporate student-to-self interaction (metacognitive).

The course will incorporate student-to-self interaction through reflective activities that encourage students to assess their understanding and growth throughout the course. They will be asked to critically examine their personal biases and experiences, especially in relation to the diverse content covered, such as marketing strategies that promote inclusivity and equity.

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