JEFFERSON COLLEGE
COURSE SYLLABUS

MGT230
SOCIAL MEDIA MARKETING
3 Credit Hours

Prepared by
Vickie Morgan
December 18, 2012

Dr. Mary Beth Ottinger, Division Chair, Business & Technical Education
Dr. Dena McCaffrey, Interim Dean, Career & Technical Education
MGT230 Social Media Marketing

I. CATALOGUE DESCRIPTION

A. Pre/Co-requisite: MGT150 Marketing with a “C” or better; Reading Proficiency

B. 3 Credit Hours

C. Social Media Marketing will examine “social media” and its impact on traditional marketing. Emphasis will be given to existing and emerging paradigms, values, best practices, and tools that impact business (F,S,O).

II. EXPECTED LEARNING OUTCOMES / ASSESSMENT MEASURES

<table>
<thead>
<tr>
<th>Describe the internet, social media and other e-marketing technologies</th>
<th>Online assignments, quizzes on which students demonstrate their understanding of various internet, social media and other e-marketing technologies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Describe how social media enables the formation of community in our society</td>
<td>Online assignments, quizzes on which students demonstrate their understanding of various methods of how social media enables the formation of communities</td>
</tr>
<tr>
<td>Define the internet user population</td>
<td>Online assignments, quizzes on which students demonstrate their understanding of how to define the internet user population</td>
</tr>
<tr>
<td>Describe some of the ethical problems presented by emerging social media technologies</td>
<td>Online assignments, quizzes and project on which students demonstrate their understanding of various ethical problems presented by emerging social media technologies</td>
</tr>
<tr>
<td>Identify profitable marketing strategies</td>
<td>Online assignments, quizzes on which students demonstrate their understanding of various profitable e-marketing strategies</td>
</tr>
<tr>
<td>Develop an effective social media marketing plan</td>
<td>Online assignments, quizzes and project on which students demonstrate their understanding of how to develop an effective social media marketing plan</td>
</tr>
</tbody>
</table>

III. OUTLINE OF TOPICS

A. E-marketing Technologies
   1. Facebook
   2. Twitter
3. LinkedIn
4. YouTube
5. Blogs

B. Facebook
1. Community
2. Branding
3. Contests
4. Ads

C. Twitter
1. Community
2. Branding
3. Tweets retweets
4. Ads

D. LinkedIn
1. Community
2. Branding

E. YouTube
1. Community
2. Branding
3. Viewer comments

F. Blogs
1. Community
2. Branding
3. Viewer comments

IV. METHOD(S) OF INSTRUCTION

A. Lecture
B. Class Discussion
C. Online Exercises
D. Projects

V. REQUIRED TEXTBOOK(S)

None
VI. REQUIRED MATERIALS (STUDENT)

Computer with Internet Access

VII. SUPPLEMENTAL REFERENCES

Online articles

VIII. METHOD OF EVALUATION (basis for determining grade)

A. Online quizzes 50 points
B. Midterm project 100 points
C. Final project 200 points
D. Online discussions 50 points
Total 400 points

A = 360-400
B = 320-359
C = 280-319
D = 240-279
F = 239 and below

IX. ADA AA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Library phone 636-481-3169).

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College website, http://www.jeffco.edu).

XI. ATTENDANCE STATEMENT

Regular and punctual attendance is expected of all students. Any one of these four options may result in the student being removed from the class and an administrative withdrawal being processed: (1) Student fails to begin class; (2) Student ceases participation for at least two consecutive weeks; (3) Student misses
15 percent or more of the coursework; and/or (4) Student misses 15 percent or more of the course as defined by the instructor. Students earn their financial aid by regularly attending and actively participating in their coursework. If a student does not actively participate, he/she may have to return financial aid funds. Consult the College Catalog or a Student Financial Services representative for more details.

XII. OUTSIDE OF CLASS ACADEMICALLY RELATED ACTIVITIES

The U.S. Department of Education mandates that students be made aware of expectations regarding coursework to be completed outside the classroom. Students are expected to spend substantial time outside of class meetings engaging in academically related activities such as reading, studying, and completing assignments. Specifically, time spent on academically related activities outside of class combined with time spent in class meetings is expected to be a minimum of 37.5 hours over the duration of the term for each credit hour.