

# BUMA 026: SOCIAL MEDIA MARKETING

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Date Submitted: Wed, 07 Apr 2021 21:40:49 GMT

**Formerly known as:**

ENTR 026 (or if cross-listed - inactivated courses associated with this course)

**Originator**

pstegeman

**Justification / Rationale**

add Distance Ed modalities and change prerequisite to advisory

**Effective Term**

Spring 2022

**Credit Status**

Credit - Degree Applicable

**Subject**

BUMA - Business/Management

**Course Number**

026

**Full Course Title**

Social Media Marketing

**Short Title**

SOCIAL MEDIA MARKETING

**Discipline**

**Disciplines List**

Business

Small Business Development (Entrepreneurship)

**Modality**

Face-to-Face

100% Online

Hybrid

**Catalog Description**

This course introduces social media and online marketing tools and strategy for businesses. Topics include social networking, online marketing channels, and creating an online presence for businesses.

**Schedule Description**

Introduces social media and online marketing tools and strategy for businesses.

Advisory: BUMA 027, BUMA 031 & BUMA 094

**Lecture Units**

3

**Lecture Semester Hours**

54

**Lab Units**

0

**In-class Hours**

54

**Out-of-class Hours**

108

**Total Course Units**

3

**Total Semester Hours**

162

**Prerequisite Course(s)**

Advisory: BUMA 027

Advisory: BUMA 031 &amp; BUMA 094

**Required Text and Other Instructional Materials****Resource Type**

Book

**Open Educational Resource**

Yes

**Author**

Rob Stokes, Quirk eMarketing

**Title**

eMarketing: The Essential Guide to Marketing in a Digital World

**Publisher**

Independent

**Year**

2013

**ISBN #**

9780620565158

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**Class Size Maximum**

40

**Requisite Course Objectives**

BUMA 027-Compare and contrast marketing strategies

BUMA 027-Analyze, formulate and interpret problem situations through projects applying the principles and concepts of marketing and consumer behavior.

BUMA 027-Evaluate factors and processes associated with formulating marketing strategy.

BUMA 027-Analyze relevant data for marketing decisions and formulating policy in marketing problems.

BUMA 031-Calculate the amount and percent of markup on merchandise;

BUMA 031-Produce and revise budgets.

BUMA 094-Prepare and present a market research report.

BUMA 094-Apply theories and tools used in collaboration and team communication.

BUMA 094-Apply theories learned in practical and creative problem solving.

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**Course Content**

1. What is Social Media?
2. How does it relate to Business?
3. New and Old rules of marketing and public relations
4. Social Media applications and guidelines for social networking
  - a. Using Facebook or similar application
  - b. Using Twitter or similar application
  - c. Using LinkedIn or similar application
  - d. Elevating your business social networking sites

5. Blogging for business development
  - a. The power of blogging
  - b. Understanding the uses of blogs for marketing and public relations
  - c. Monitoring and upkeep of blogs
  - d. Ethics and employee blogging recommendations
6. Online Marketing Channels
  - a. Sharing media with different websites
  - b. Podcasting using audio and visual content
  - c. Mobile applications and marketing
  - d. Real Simple Syndication (RSS) importance to small businesses
7. Monitoring customer reviews
  - a. Effective monitoring of negative and positive customer reviews
  - b. Social news and blogs
  - c. Bookmarking sites
8. Developing the online presence for your business
  - a. Branding effectively through social media
  - b. Effective use of website and mobile application
9. Building a Marketing and Public Relations Plan for your Business
  - a. Marketing and Public Relations goals
  - b. Acquiring buyer testimonials
  - c. Developing thoughtful content
  - d. Effective writing for online and social media content
10. Metrics of social media
  - a. Goals of social media
  - b. New rules of measurement
  - c. What you should measure

### Course Objectives

	Objectives
Objective 1	Understand social media applications and propose guidelines and optimization tips for social networking and businesses.
Objective 2	Examine why it is important to manage, monitor, and continuously improve customer ratings and feedback on social media applications, bookmarking websites, and blogs.
Objective 3	Distinguish which online media to use for specific businesses to create an online presence using websites and mobile applications.
Objective 4	Outline the steps that are needed to create an effective social marketing campaign, and how it can be integrated in the overall marketing strategy of the business.
Objective 5	Understand the goals and metrics that can be used to determine the quantitative effectiveness of differing practices that are used within business social media.

### Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Outline the steps that are needed to create an effective social marketing campaign.
Outcome 2	Create a marketing plan and an online business presence using websites and mobile applications.
Outcome 3	Construct goals and metrics to determine the quantitative effectiveness of a businesses social media program.

### Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Lecture	New theories, ideas, and concepts will be introduced through lecture.
Activity	Reinforce concepts and encourage students to apply them to social media and businesses.
Collaborative/Team	Students participate in cooperative learning tasks such as small group exercises to identify types and uses of social media in businesses and apply that information in developing their own uses.

Technology-based instruction	Case studies to provide students with the opportunity to utilize concepts learned in class to analyze real-world situations dealing with social media and business.
Participation	Work individually and in groups to develop sample social media programs and online presence.
Other (Specify)	Work with guest speakers and community businesses to apply learning to real-world situations.

### Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
Group activity participation/observation	Individual, small group, or paired activities designed to allow students to demonstrate understanding of social media concepts as they relate to businesses. Introduction to search and evaluation will be in class, completion of assignments will be outside of class.	In and Out of Class
Written homework	Written reports designed to assess the application of social media principles and practices.	Out of Class Only
Portfolios	Individual or class projects designed to evaluate the application of social media principles and practices. Some work will be done in class. Most will be assignments to complete outside of class.	In and Out of Class
Oral and practical examination	Quizzes, exams and in-class participation demonstrating proficiency in the subject matter. Quizzes will be outside of class, some exams will be in class and some outside of class. Participation will be in class.	In and Out of Class
Other	Final project requiring creation of an effective social networking campaign through the use of social media websites, such as Facebook, LinkedIn, and Twitter. An effective campaign to a targeted audience. Most work will be done outside of class.	In and Out of Class

### Assignments

#### Other In-class Assignments

- Readings from assigned textbook, journals, and online sources on what is social media; the old and new rules of marketing and public relations; the various social media Web applications; the uses, power, ethics, and guidelines of blogging; video and audio content delivery technologies and the importance of RSS feeds; importance of managing, monitoring, and improving customer ratings and feedback on social media.

#### Other Out-of-class Assignments

- Written short essay assignments and quizzes/exams consisting of: proposing guidelines and optimization tips for social media; an evaluation of blogging ethics and guidelines; an evaluation of video and audio technologies and the importance of RSS feeds; an outline of the steps that are needed to create an effective social marketing campaign, and written description of how it can be integrated in the overall firm's marketing strategy; creating an online presence using websites and mobile applications.

Project that includes creating a social networking campaign incorporating social media websites, such as Facebook, LinkedIn, and Twitter.

Exercise on constructing goals and metrics that evaluate quantitative effectiveness of different social media practices.

### Grade Methods

Letter Grade Only

### Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Online %

100

**What will you be doing in the face-to-face sections of your course that necessitates a hybrid delivery vs a fully online delivery?**

Individual and/or student group presentations and critiques

## **Instructional Materials and Resources**

**If you use any other technologies in addition to the college LMS, what other technologies will you use and how are you ensuring student data security?**

Zoom, Adobe Spark, MS Word, Excel, Powerpoint, Playposit. All technologies are provided to students by COD.

**If used, explain how specific materials and resources outside the LMS will be used to enhance student learning.**

Allows students to record, critique, review work.

## **Effective Student/Faculty Contact**

**Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?**

### **Within Course Management System:**

Chat room/instant messaging  
Discussion forums with substantive instructor participation  
Online quizzes and examinations  
Regular virtual office hours  
Timely feedback and return of student work as specified in the syllabus  
Video or audio feedback  
Weekly announcements

### **External to Course Management System:**

Direct e-mail  
E-portfolios/blogs/wikis  
Posted audio/video (including YouTube, 3cm mediasolutions, etc.)

### **For hybrid courses:**

Field trips  
Orientation, study, and/or review sessions  
Scheduled Face-to-Face group or individual meetings  
Supplemental seminar or study sessions

**Briefly discuss how the selected strategies above will be used to maintain Regular Effective Contact in the course.**

Contact methods will be used to help students interact with one another and faculty on overall course material and on specific assignments. The regular schedule of interaction will be available to students at the beginning of the semester.

**If interacting with students outside the LMS, explain how additional interactions with students outside the LMS will enhance student learning.**

Interacting through Zoom and email will allow for individual and group interactions, which will allow for student questions and clarification of course theories and practices.

## **Other Information**

**Provide any other relevant information that will help the Curriculum Committee assess the viability of offering this course in an online or hybrid modality.**

This course is primarily about online/internet-based activity and businesses, therefore holding the course online is a natural fit for the material.

## **MIS Course Data**

### **CIP Code**

52.0208 - E-Commerce/Electronic Commerce.

### **TOP Code**

050900 - Marketing and Distribution

### **SAM Code**

C - Clearly Occupational

**Basic Skills Status**

Not Basic Skills

**Prior College Level**

Not applicable

**Cooperative Work Experience**

Not a Coop Course

**Course Classification Status**

Credit Course

**Approved Special Class**

Not special class

**Noncredit Category**

Not Applicable, Credit Course

**Funding Agency Category**

Not Applicable

**Program Status**

Program Applicable

**Transfer Status**

Not transferable

**General Education Status**

Y = Not applicable

**Support Course Status**

N = Course is not a support course

**Allow Audit**

No

**Repeatability**

No

**Materials Fee**

No

**Additional Fees?**

No

**Files Uploaded****Attach relevant documents (example: Advisory Committee or Department Minutes)**

HR Advisory Meeting Minutes 5-23-18.pdf

BUMA 026 Approval Letter.pdf

**Approvals****Curriculum Committee Approval Date**

09/16/2021

**Academic Senate Approval Date**

09/23/2021

**Board of Trustees Approval Date**

10/21/2021

**Chancellor's Office Approval Date**

1/08/2020

**Course Control Number**

CCC000598703

**Programs referencing this course**Applications and Information Systems AS Degree (<http://catalog.collegeofthedesert.eduundefined/?key=223>)Business Information Worker - Marketing Specialist Certificate of Achievement (<http://catalog.collegeofthedesert.eduundefined/?key=224>)Social Media Marketing (<http://catalog.collegeofthedesert.eduundefined/?key=226>)Social Media Marketing (<http://catalog.collegeofthedesert.eduundefined/?key=227>)Arts Entrepreneurship Certificate of Achievement in Drawing (<http://catalog.collegeofthedesert.eduundefined/?key=343>)Arts Entrepreneurship Certificate of Achievement in Painting (<http://catalog.collegeofthedesert.eduundefined/?key=372>)Arts Entrepreneurship Certificate of Achievement in Ceramics (<http://catalog.collegeofthedesert.eduundefined/?key=373>)Arts Entrepreneurship Certificate of Achievement in Printmaking (<http://catalog.collegeofthedesert.eduundefined/?key=374>)Arts Entrepreneurship Certificate of Achievement in Sculpture (<http://catalog.collegeofthedesert.eduundefined/?key=375>)Digital Design Studies AA Degree (<http://catalog.collegeofthedesert.eduundefined/?key=377>)