

Syllabus

Code: MRKT115 **Title:** Social Media Marketing

Institute: Business/Social Science **Department:** Fashion/Marketing

Course Description:

This course will explain, define, illustrate and apply the ways in which businesses can maximize their marketing efforts through the integration of social media with current marketing strategies. The course will cover the growth and future of social media; how consumers respond to and interact with social media; how businesses can develop an effective social media campaign, how to set social media marketing goals; and how to measure results of social media marketing campaigns.

Prerequisites: READ 095 or satisfactory completion of College's foundational studies requirement in reading

Corequisites:

Prerequisites or Corequisites:

Credits: 3

Lecture Hours: 3

Lab/Studio Hours:

Required Textbook/Materials:

Social Media Marketing: A Strategic Approach, 2017, Barker, Barker, Bormann, Roberts, Zahay. South-Western Cengage. ISBN-13: 978-1-305-50275-8. This text is available in print, as an E-Book, and as a rental. See Publisher website for more details.

Additional Time Requirements:

For information on Brookdale's policy on credit hour requirements and outside class student work refer to [Academic Credit Hour Policy](#).

Course Learning Outcomes:

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

- Identify and describe social media marketing tools
- Define the benefits of social media marketing
- Describe the impact of social media marketing
- Apply social media marketing techniques.
- Analyze the success of using social media with social media listening tools.
- Identify the measurements, tracking and analytic tools to prove ROI
- Develop a social media marketing plan.

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Grading Standard:

Social Media Plan	40%
Discussions	30%
Case Studies (2@10% each)	20%
Linked In Page	10%
TOTAL	100%

Grading criteria:

A	93 - 100
A-	90 - 92
B+	87 - 89
B	83 - 86
B-	80 - 82
C+	76 - 79
C	70 - 75
D	65 - 69
F	Less than 65

Course Content:

Part I: The Foundation of Social Media

Part II: Prepare for Social Marketing

Part III: Social Media Channels

Part IV: Complete Your Plan

Department Policies:

Attendance and Testing Policy: Tests must be taken in class on the day and time they are scheduled. Absences do not waive the student's obligation to take the exam on the scheduled day. Students who do not take the test on the scheduled date will receive a grade of "0."

With the instructor's permission, the student will be permitted to take a makeup examination. Instructors may grant exceptions via advance arrangements or for medical, legal, personal or

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other bona fide reasons where students can provide valid written documentation for the absence. As a general guideline, employers requiring students to work during a regularly scheduled class is not considered a valid absence. Expressed in simple and absolute terms, cutting an exam will result in a grade of "0" unless the student has made advance arrangements or produces valid documentation for the absence.

Additional Attendance and Lateness Policies:

1. If out for illness or travel, see instructor. You must notify your instructor prior to the missed class. Notifying the instructor does not remove the absence.
2. In the event a student accrues more than 2 absences, a student's final grade will be lowered one grade level. 2 latenesses/leaving early= 1 absence.

****See individual instructor addendum for additional information and policies****

College Policies:

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit www.brookdalecc.edu/support.

For information regarding:

- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process

Please refer to the [**BCC STUDENT HANDBOOK AND BCC CATALOG**](#).

NOTIFICATION FOR STUDENTS WITH DISABILITIES:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

ADDITIONAL SUPPORT/LABS:

See the Tutoring Center for information <https://www.brookdalecc.edu/academic-tutoring/tutoring-center/>.

MENTAL HEALTH:

- Mental Health Crisis Support: From a campus phone, dial 5555 or 732-224-2329 from an external line; off-hours calls will be forwarded to BCC police (2222 from a campus phone)

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- Psychological Counseling Services: 732-224-2986 (to schedule an appointment during regular hours)

The syllabus is intended to give student guidance in what may be covered during the semester and will be followed as closely as possible. However, the faculty member reserves the right to modify, supplement, and make changes as the need arises.