COURSE DESCRIPTION

Today, consumers spend several hours each day using social media, mostly on our mobile devices. This course focuses on current social media trends and marketing strategies, both for consumer and business audiences. It will explore the social media industry and how organizations incorporate social media into their business strategy. The course will also provide best practices for students to present their personal brand on social media.

COURSE MATERIALS


- In addition, you will find a list of readings, videos, and resources on Canvas for each module.

- This is a fully online course. To access the course, please visit [http://onlinelearning.rutgers.edu](http://onlinelearning.rutgers.edu). For more information about course access or support, contact the Online Learning Help Desk via email at help@canvas.rutgers.edu or call 848-932-4702.

LEARNING GOALS AND OBJECTIVES

Students who complete this course will demonstrate the following:

- Critically evaluate a company’s business needs and develop social media recommendations that fulfill those needs.
- Understand, analyze, and utilize quantitative data to make social media marketing decisions.
- Effectively communicate their grasp of social media marketing concepts.
- Comprehend owned, paid, and earned media and identify key players in the social media ecosystems.
- Recognize and utilize a variety of social media tools and applications.
- Analyze and evaluate the development and execution of social media marketing campaigns.
- Understand how to use effectively use social media platforms and tools for business purposes.

RESOURCES
Keep in mind that much of being a social media manager requires taking the initiative to stay on top of technology and strategies that change daily. Your best bet is to be a curious marketing detective! There are many resources to help you in your social media marketing journey, from websites, influencers, podcasts, articles, videos, certifications, etc. Below are a few I suggest following/checking on a weekly basis:

- HubSpot Inbound Marketing blog: http://blog.hubspot.com/marketing
- HubSpot Academy blog: http://blog.hubspot.com/customers
- MOZ blog: http://moz.com/blog
- Inbound.org: https://inbound.org/
- Unbounce blog: http://unbounce.com/blog/
- Litmus blog: https://litmus.com/blog/
- HelpScout blog: http://www.helpscout.net/blog/
- Optimizely blog: http://blog.optimizely.com/
- Internet Marketing: http://feeds.feedburner.com/AcademyIM
- Digital Marketing: http://feeds.feedburner.com/targetinternet
- YouTube channel: https://www.youtube.com/user/TargetInternet
- Growthhackers.com
- SEOMoz.org
- Mashable.com
- eMarketer
- Forrester.com
- Contentmarketinginstitute.com
- Adage.com
- Adweek.com
- Forums: Quora
- Certification programs: HubSpot, Google, Lynda, Facebook

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (http://academicintegrity.rutgers.edu/)

I will strongly enforce this Policy and pursue all violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through SafeAssign or Turnitin, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

- This course is an online, facilitator-led, asynchronous course. This means there are no required online meeting times. The course assessments and activities, however, have firm deadlines. This course is
not purely self-paced; you will be expected to interact with the rest of the class each week and complete activities in a timely manner.

- Be sure you are logging into the course in Canvas each week, including weeks with holidays or weeks with minimal online course activity. (During most weeks you will probably log in many times). If you have a situation that might cause you to miss an entire week of class, discuss it with me as soon as possible.

- Complete all background reading and written assignments. To be successful in this course, you should plan to dedicate approximately 8-10 hours per week.

- All live sessions, including instructor office hours, are optional. For live presentations, I will provide a recording that you can watch later. If you need to discuss an assignment with me but cannot attend my scheduled office hours, please contact me to schedule another time to talk.

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**CLASSROOM CONDUCT**

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful. I try to foster an interactive environment, where we can all learn from each other.

- Writing style: This course requires participation in online discussion boards with your instructor and classmates. While you don’t is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for non-academic topics. Please also refrain from using all CAPITAL LETTERS, as this is often interpreted as shouting.

- Tone and civility: Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. Treat your instructor and fellow students with respect at all times, and in all communications.

- Citing your sources: When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)

- Backing up your work: Consider composing your academic posts and assignments in a Word document, where you can save your work, and then copying and pasting onto the Canvas platform, as needed.

- Please include the Course Number in the subject line of your email.

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**GRADING POLICY**

Final course grades are calculated out of 100%, broken down as follows:
Course grades are determined as follows:

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Method</th>
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<tbody>
<tr>
<td>20%</td>
<td>Certifications</td>
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<tr>
<td></td>
<td>A few certifications will be required. They are all free.</td>
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<tr>
<td>20%</td>
<td>Playbook Assignments</td>
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<tr>
<td></td>
<td>There will be weekly assignments throughout the course. Details for each assignment can be found on the course website.</td>
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<tr>
<td>10%</td>
<td>Discussion Board Forum Participation</td>
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<td></td>
<td>There will be several questions to answer within Discussion Boards throughout the course. You will also be asked to respond to your peers each week.</td>
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<tr>
<td>20%</td>
<td>Personal Brand Presentation</td>
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<tr>
<td></td>
<td>You will work throughout the semester to develop your personal brand and present strategy and results.</td>
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<tr>
<td>30%</td>
<td>Social Media Marketing Playbook</td>
</tr>
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<td></td>
<td>Students will create a social media marketing strategy for a brand.</td>
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</table>

The final course grade will be as follows.

- **A** 93.0% +
- **A-** 90.0 - < 93.0
- **B+** 87.0 - < 90.0
- **B** 83.0 - < 87.0
- **B-** 80.0 - < 83.0
- **C+** 77.0 - < 80.0
- **C** 73.0 - < 77.0
- **C-** 70.0 - < 73.0
- **D** 60.0 - < 70.0
- **F** < 60.0%

Note that your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me (along with supporting documentation) within one week of receiving your final grade. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot give you a grade that you did not earn.

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**COURSE SCHEDULE**

<p>| MODULE | TOPIC | ASSIGNMENTS | CERTIFICATION |
|--------|-------|-------------|---------------|---------------|</p>
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<tbody>
<tr>
<td>1</td>
<td>Introductions</td>
<td>A1: Workbook + Forum 1: Introductions</td>
</tr>
<tr>
<td>2</td>
<td>Social Media Strategy + Audit</td>
<td>A2: Workbook + Forum 2</td>
</tr>
<tr>
<td>3</td>
<td>Target Audience + Customer Journey</td>
<td>A3: Workbook + Forum 3</td>
</tr>
<tr>
<td>4</td>
<td>Platforms 1: Facebook, LinkedIn, Twitter</td>
<td>A4: Workbook + Forum 4</td>
</tr>
<tr>
<td>5</td>
<td>Platforms 2: Pinterest + Snapchat + Instagram + Youtube + TikTok</td>
<td>A5: Workbook + Forum 5</td>
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<tr>
<td>6</td>
<td>Social Listening + Monitoring</td>
<td>A6: Workbook + Forum 6</td>
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<tr>
<td>7</td>
<td>Content Marketing</td>
<td>A7: Workbook + Forum 7</td>
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<tr>
<td>8</td>
<td>Engagement + Influencers</td>
<td>A8: Workbook + Forum 8</td>
</tr>
<tr>
<td>9</td>
<td>Paid Social Advertising</td>
<td>A9: Workbook + Forum 9</td>
</tr>
<tr>
<td>10</td>
<td>Analytics + Reporting</td>
<td>A10: Workbook + Forum 10</td>
</tr>
<tr>
<td>11</td>
<td>Social Media Policy + Critical Response Plan</td>
<td>A11: Workbook + Forum 11</td>
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<tr>
<td>12</td>
<td>Work on Final Projects</td>
<td>Final Project Due Personal Brand Due</td>
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</tbody>
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**SUPPORT SERVICES**


[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.
If you seek religious accommodations, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

If you have experienced any form of gender or sex-based discrimination or harassment, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at http://vpva.rutgers.edu/

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via https://temporaryconditions.rutgers.edu.

If you are a military veteran or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. http://veterans.rutgers.edu/

If you are in need of mental health services, please use our readily available services.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

[Rutgers University-New Brunswick incident report link: http://studentconduct.rutgers.edu/concern/]. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7]. You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does not have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

[Rutgers University-Newark Counseling Center: http://counseling.newark.rutgers.edu/]
If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: http://health.newark.rutgers.edu/]

[Rutgers Health Services – New Brunswick: http://health.rutgers.edu/]

If you are in need of **legal** services, please use our readily available services: http://rusls.rutgers.edu/

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: http://www.ncas.rutgers.edu/rlc]

[Rutgers University-Newark Writing Center: http://www.ncas.rutgers.edu/writingcenter]

[Rutgers University-New Brunswick Learning Center: https://rlc.rutgers.edu/]

[Optional items that many faculty include:]

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]