

**Marketing**  
**Course Number: 22:630:632**  
**Course Title: Social Media Marketing MS**

## **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.

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## **COURSE MATERIALS**

- **The Little Black Book of Social Media: Strategies to Ignite Your Brand** (Attaran, Sharmin + Stefanie Boyer) Sentia Publishing <http://www.sentiapublishing.com/business/the-little-black-book-ofsocial-media-attaran-sharmin-boyer-stefanie-paperback/>
  - 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>. For more information about course access or support, contact the Online Learning Help Desk via email at [help@canvas.rutgers.edu](mailto:help@canvas.rutgers.edu) or call 848-932-4702.
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## **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.
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## **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](#)

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## 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](http://business.rutgers.edu/ai) for more details.

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## 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 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:

<b>Percentage</b>	<b>Method</b>
<b>20%</b>	<b>Certifications</b> A few certifications will be required. They are all free.
<b>20%</b>	<b>Playbook Assignments</b> There will be weekly assignments throughout the course. Details for each assignment can be found on the course website.
<b>10%</b>	<b>Discussion Board Forum Participation</b> 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.
<b>20%</b>	<b>Personal Brand Presentation</b> You will work throughout the semester to develop your personal brand and present strategy and results.
<b>30%</b>	<b>Social Media Marketing Playbook</b> Students will create a social media marketing strategy for a brand.

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**

<b>MODULE</b>	<b>TOPIC</b>	<b>ASSIGNMENTS</b>	<b>CERTIFICATION</b>

1	Introductions	A1: Workbook + Forum 1: Introductions	
2	Social Media Strategy + Audit	A2: Workbook + Forum 2	
3	Target Audience + Customer Journey	A3: Workbook + Forum 3	
4	Platforms 1: Facebook, LinkedIn, Twitter	A4: Workbook + Forum 4	
5	Platforms 2: Pinterest + Snapchat + Instagram + Youtube + TikTok	A5: Workbook+ Forum 5	
6	Social Listening + Monitoring	A6: Workbook + Forum 6	Hootsuite Dashboard Certification
7	Content Marketing	A7: Workbook + Forum 7	
8	Engagement + Influencers	A8: Workbook + Forum 8	
9	Paid Social Advertising	A9: Workbook + Forum 9	
10	Analytics + Reporting	A10: Workbook + Forum 10	
11	Social Media Policy + Critical Response Plan	A11: Workbook + Forum 11	
12	Work on Final Projects	Final Project Due Personal Brand Due	Hootsuite Social Media Marketing Certification

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**SUPPORT SERVICES**

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](https://ods.rutgers.edu).

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

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

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

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

If you seek **religious accommodations**, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

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

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

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/>.

[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](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](mailto: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](mailto:run.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-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.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](mailto:PALS@newark.rutgers.edu)]

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