

BUS A101: SOCIAL MEDIA FOR BUSINESS

Item	Value
Curriculum Committee Approval Date	09/22/2021
Top Code	050640 - Small Business and Entrepreneurship
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course is designed to understand social media concepts and strategies to promote an idea or business. This course includes a review of basic marketing concepts, social media methods and the development of a social media strategy. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Analyze and select social media tools to use in an online media marketing campaign
2. Develop a social media marketing campaign using relevant social media tools

Course Objectives

- 1. Identify social media methods and trends used for social media marketing in business
- 2. Describe the advantages and disadvantages of various social media marketing strategies
- 3. Analyze business use of social media tools.
- 4. Identify social media measurements for success.
- 5. Identify costs associated with business use of social media.
- 6. Develop different types of content for social media marketing.
- 7. Develop a social media strategy.
- 8. Present a social media marketing campaign using relevant social media tools.

Lecture Content

Understanding Social Media Define social media History and evolution of social media Business marketing and social media Business Use of Social Media Strategies Trends Social Media Return On Investment Measures for Success Social Media Costs Customer Acquisition and Retention Marketing Overview The marketing process Understanding the customer Marketing research The marketing mix Build and Sustain Business Brand Brand Value Brand Characteristics Promoting the Brand Brand Strategies Understanding Competitors Defining the

target customer Customer influencers Customer segmentation Social Media Marketing Relevant Platforms that Support Social Engagement Media Photo News Blog, Microblog Video Expert Analysis Website Considerations Competitor Analysis Campaign Considerations Search Engine Optimization Quality Content for Social Media Relevant Targeted Engaging

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, presentation material/slides Reading assignments from handouts, online resources, and text book Project activities

Reading Assignments

Students will be required to read assigned chapters from selected course text(s). Additionally, students will read social media expert advice through research efforts. Reading and research activities will be assigned on a weekly basis. Students will spend approximately three hours per week related to assignments

Writing Assignments

Research and analysis of business use of social media tools, social media tool effectiveness and Return On Investment, expert opinions, cost factors, etc. Building components of social media plan.

Out-of-class Assignments

Online research - 20 hrs Weekly reading - 30 hrs Writing Assignments - 15 hrs Social Media Marketing Plan - 25 hrs Class Interaction/Peer Review - 18 hrs

Demonstration of Critical Thinking

Analysis of research and use of social media tools.

Required Writing, Problem Solving, Skills Demonstration

Social media plan development and presentation.

Eligible Disciplines

Business: Master's degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelor's degree in any of the above AND master's degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelor's degree in economics with a business emphasis AND master's degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Master's degree required. Marketing: Master's degree in business administration, business management, business education, marketing, advertising, or finance OR bachelor's degree in any of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required. Small business development (entrepreneurship): Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Crane, Frederick. Marketing for Entrepreneurs, 2 ed. Sage, 2014
2. Required Barry, Jim. Social Content Marketing for Entrepreneurs, ed. Business Expert Press, 2014
3. Required Turner, Jamie and Shah, Reshna. How to Make Money with Social Media: An Insider Guide to

Using New and Emerging Media to Grow your Business, 2 ed. Pearson, 2015
4. Required Scott, David Meerman. The New Rules of Marketing PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases Viral Marketing to Reach Buyers Directly, ed. John Wiley Sons, 2013
5. Required Tuton, T.L., Solomon, M.R.. Social Media Marketing, 4th ed. London: Sage Publications, 2021