

CMST A109: SOCIAL MEDIA STRATEGIES

| Item | Value |
|------------------------------------|-----------------------------------|
| Curriculum Committee Approval Date | 11/04/2020 |
| Top Code | 061000 - Mass Communications |
| 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) |

Course Description

Students will gain the knowledge and skills to effectively meet the growing need for Social Media technology within organizations. Students will learn the basics of content creation; determine which platform best meets the needs of organizations and their targeted audiences; and, learn how to measure social media success. Students will analyze, think critically, discuss, research, and develop social media technology while understanding while understanding ethics and etiquette. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Students will demonstrate the ability to formulate goals, objectives, and tactics to create and manage content for effective social media campaigns.
2. Students will evaluate and analyze the use of social media platforms that best meet the needs of an organization and its targeted audiences.
3. Students will develop and implement evaluation methods for measuring social media success.

Course Objectives

- 1. Understand the role of social media technology in the building of employee collaboration within organizations.
- 2. Understand the basics of content creation and management of social media technology.
- 3. Identify characteristics of a successful social media campaign.
- 4. Identify and analyze which social media platforms will best meet the needs of the organization and their targeted audiences.
- 5. Discuss best practices in social media content and ways to improve social media messages.
- 6. Understand ethical and legal guidelines of working with social media technology.
- 7. Establish metrics for measuring social media success.

Lecture Content

The role of Social Media within Organization What is Social Media? The History of Social Media Careers in Social Media The characteristics

of a Successful Social Media Worker Best Practices for Social Media Goals and Strategies Characteristics of a Social Media Plan Setting Goals and Objectives Determining Strategy Linking Goals with a Call to Action Self Promotion vs Building an Army of Advocates Best Practices for Developing Social Media Strategy Identifying Target Audiences The Importance of Targeting Audiences in Social Media Best Practices for Targeting Audiences in Social Media Social Media Platforms and Social Networking Sites Social Media Platforms Benefits of Using Social Media Networks The Future of Social Media Networks and Applications Microblogging What is Microblogging? History of Microblogging Building a Brand Using Microblogging as Part of Strategy Content Creation and Sharing Creating Content Strategy Benefits of Blogging Video Streaming in the Social Media Mix Creating, Sharing and Marketing with Podcasts Marketing with Webinars Best Practices Photo Sharing The Growing Importance of Visual Marketing History of Photo Sharing Benefits of Online Photos and other Visual Images Using Photo Sharing Sites Best Practices of using Photo Sharing Discussion, News, Social Bookmarking and Q A sites The Evolution of Online Discussions Using Social Bookmarking and S-Ecommerce Using Q A sites Best Practices for Online Discussions on all Platforms Social Networks and Mobile Marketing Mobil Marketing in the lives of the Global Consumer What part do Apps play in Mobile Use Social Media Monitoring The Importance of Social Media Monitoring Listening and Tracking Measuring Evaluation Metrics and Analytics Best Practices Tools for Managing Social Media Efforts Choosing the Right Tool Single Purpose Tools Single Platform Tools Multiple Platform Tools Services Tools for Productivity and Engagement Social Media Plans How to Write an Executive Summary How to compose an Overview How to conduct a Competitive Analysis Setting Goals Determining Strategies Identifying Target Markets Selecting a Platform Implementing and Monitoring How to create a budget Calculating Return on Investment

Method(s) of Instruction

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

Instructional Techniques

Lectures, class discussions, class assignments, project, classroom exercises real-life demonstration, and working on multiple social media platforms.

Reading Assignments

Students are required to read from the assigned textbook as well as secondary sources such as web-related links, videos, and outside materials provided by the instructor. These readings will strengthen the student's ability to recognize, analyze, and identify the impacts of social media technology within organizations and the workplace. Assigned readings, approximately 3 hours per week.

Writing Assignments

Students will analyze, research, and create a social media campaign. They will identify target audiences, formulate goals and objectives, and create content and measure success. Writing assignments should take students 2 hours per week.

Out-of-class Assignments

Students will research and analyze current social media campaigns. They will report their observations and suggestions through a variety of assignments such as written, verbal and group projects. Out of class assignments should take students 2 hours per week.

Demonstration of Critical Thinking

Class participation, analyze social media campaigns, follow trends and develop tactical strategies to improve visibility.

Required Writing, Problem Solving, Skills Demonstration

Students will actively post on multiple social media platforms. Students will formulate goals, objectives, and tactics and research effective strategies to implement on a social media platform.

Eligible Disciplines

Communication studies (speech communication): Master's degree in speech, speech broadcasting, telecommunications, rhetoric, communication, communication studies, speech communication, or organizational communication OR bachelor's degree in any of the above AND master's degree in drama/ theater arts, mass communication, or English 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. Public relations: Any bachelor's degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Barker, M., Barker, D., Bormann, N., Roberts, M., Zahay, D. . Social Media Marketing a Strategic Approach, ed. Cengage Learning, 2015
2. Required Clappitt, Phillip G. Social Media Strategy: Tools for Professionals and Organizations, ed. SAGE Publications, Inc., 2018
3. Required Quesenberry, Keith A.. Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution, ed. Rowman Littlefield, 2019