

BUS 166 W: Social Media Marketing

Course Title: Social Media Marketing

Course Code: BUS 166 W

Instructor Name: Jason McDonald, Ph.D. (<https://www.jasonmcdonald.org>)

Course Schedule: 5 Weeks (online)

Required Texts:

Required Books:

Jason McDonald, *Social Media Marketing Workbook 2021*

Weekly Outline:

Week 1: Social Media Marketing

- Social Media Marketing: Throwing a Great “Party” on Social Media
- Identifying Goals for Social Media Marketing such as eWOM, Customer Evangelists & More
- Building a Content Marketing Machine
- Deliverables: Your SMM Master Plan and a Content Marketing Plan

Week 2: Facebook Marketing

- The Structure of Facebook: Pages and Profiles
- Understanding Edgerank and Interactivity
- Page Set up and Posting Rhythm
- Leveraging Facebook Advertising
- Deliverable: A Facebook Marketing Plan

Week 3: LinkedIn Marketing

- The Structure of LinkedIn: Profiles, Pages, Groups, and a Social Rolodex
- Optimizing Your LinkedIn Profile
- Using LinkedIn as a Social Rolodex
- LinkedIn Pages, Groups, and Other Opportunities
- Deliverable: A LinkedIn Marketing Plan

Week 4: Twitter, Instagram, and Pinterest

- Twitter: Of @ signs and # hashtags
- Instagram: Twitter for Pictures
- Pinterest: the Concept of the Idea Board
- Deliverable: A Twitter, Instagram, and/or Pinterest Marketing Plan

Week 5: YouTube Marketing

- YouTube and the Video Revolution
- The Three Uses of Video: Supportive, SEO, and Viral
- YouTube Channel Basics and Video Tips
- Deliverable: a YouTube Marketing Plan

Credit/No Credit:

For those students who choose to receive credit, here are the requirements:

- Quizzes – take all quizzes and pass with a minimum grade of 70% correct.
- Participation in weekly class discussions.

Letter Grade Option:

For those students who choose this option, here are the requirements:

- Quizzes – take all quizzes with points counting cumulatively towards your letter grade.
- Participation in weekly class discussions.
- Class project (if you would like to aim for an ‘A’) – an analysis of the SEO of a target company.

Tentative Weekly Zoom Schedule:

The tentative Zoom schedule will be posted online closer to the course start date. All sessions will be recorded for later viewing. In addition, Jason is available for one-on-one live "office hours" meetings on demand during each course.