Social Media Marketing

Course Code: BUS 166 W

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

Course Schedule: 5 Weeks (online)

Required Texts:

**Required Books:**

Jason McDonald, *Social Media Marketing Workbook* 2021

Weekly Outline:
There will be two Zoom sessions per week: a lecture and a workshop. Days and times will vary in hopes all students can attend at least some of the time, and all sessions are recorded for those that can't be there. The final schedule will be posted in Canvas when the course page opens up the week before the start of class.

**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.

In addition, Jason is available for one-on-one live "office hours" meetings on demand during each course.