



Course Title: Social Media Marketing

Course Code: BUS 166 W

Instructor: Jason McDonald, Ph.D, jasonmcdonald.org

Course Summary

Please see course page for full description and additional details.

Grade Options and Requirements

- No Grade Requested (NGR)
 - This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
- Credit/No Credit (CR/NC)
 - Students must take all quizzes and pass with a minimum grade of 70%, and participate in weekly class discussions.
- Letter Grade (A, B, C, D, No Pass)
 - Students must:
 - Take all quizzes with points counting cumulatively towards your letter grade
 - Participate in weekly discussions
 - Complete a class project

**Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.*

Tentative Zoom Schedule*

TBA. Final schedule will be displayed in Canvas before the start of class.

**The Zoom schedule is subject to change. All sessions will be recorded for later viewing. In addition, Jason is available for one-on-one live "office hours" meetings.*

Required Textbook

Social Media Marketing Workbook (2021) / Jason McDonald

Tentative 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 Content Marketing Machine
- Deliverables: Your SMM Master Plan and 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