



Course Title: Social Media Marketing

Course Code: BUS 166W

Instructor Name and Bio: Jason McDonald

Jason McDonald earned his B.A. from Harvard and Ph.D. from UC Berkeley. In the 1990s, he pivoted towards Internet Marketing, starting a successful Web portal for embedded systems engineers, eg3.com. That caused him to master the art and science of SEO (Search Engine Optimization), and from there, Google Ads and nowadays social media marketing. He has best-selling books on each topic and currently manages over \$100,000 per month in ad spend, SEO efforts, and social media marketing for clients. His passion is to take complex digital marketing topics and make them easy-to-understand for small business marketers and entrepreneurs. He can be found online at <https://www.jasonmcdonald.org/>.

Class Sessions and Recording

Meeting days and times: 2.5 hours of live ZOOM video each week, usually on Mondays 6-7:30 pm, and Weds. 6-7 pm, but subject to change.

Meeting location: Zoom

The class sessions will be recorded.

Participants are encouraged to participate live as that is the best way to stay on track and participate in Questions and Answers. That said, recordings are available and Dr. McDonald provides one-on-one 30 min. “office hours” appointments. Participation is part of the class grading, but that can also be satisfied by online discussions.

Course Features:

- Live sessions
 - Weekly Lecture with Q&A
 - Weekly “Workshop” with Q&A, and discussion.
 - 30 Min. “office hours” appointments on request.
- Assignments & Coursework
 - Assignments and course materials posted in Canvas
 - Required discussions in Canvas
 - Students are required to submit a “Class Project” if they want to earn an “A.”

Course Summary

We live in the era of social media. Indeed, social media is one of the three pillars of modern “digital marketing.” To understand it is foundational to success in marketing today. This course will provide a framework to understand social media (“it’s a party;

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you are the party-thrower.”) plus a deep dive into each major social platform. By using case studies, concepts, and technical analysis, we’ll see behind the curtain at how brands build buzz on social media using both free and paid techniques. This is a “survey” course, meant to familiarize participants with basic marketing concepts and the basics of each platform. By the end of the course, participants will have a basic conceptual framework, an understand of how each platform works for marketing, and a familiarity with the unique technical features of each platform.

**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 earn at least 500 points as explained below.
- Letter Grade (A, B, C, D, No Pass)
 - Letter grades are determined on a percentage basis, with participation worth 300 points, quizzes 500 points, and a class project worth 200 points. An “A” is 90% or above, a “B,” 80%, etc.

**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.*

Textbooks/Required Materials

[Social Media Marketing Workbook 2022](#). PDF is provided in the course, or it can be purchased.

First Assignment

Prior to the first class, students are asked to complete the readings from the *Social Media Marketing Workbook* for Week One.

- Chapter 0: Introduction
- Chapter 1: Party On - Social Media Marketing
- Chapter 2: Content Marketing
- Chapter 10: Email Marketing

Tentative Weekly Outline

Week One

What is “social media marketing?” What is “content marketing?”

Week Two

How does Facebook work? Where are the organic and paid opportunities on Facebook?

Week Three

What is Twitter, what are the basics of a Tweet, and what are the secret ways that Twitter can be used for marketing?

How is Instagram like Twitter vs. Facebook? Where are the opportunities for personal branding, business brands, and e-commerce on Instagram?

Week Four

What is “personal branding” and how can it be deployed on LinkedIn? How do you optimize a personal profile on LinkedIn, use content marketing, and “schmooze” with potential clients?

Week Five

What are the three uses of YouTube: supportive, SEO, and viral?

What’s new about TikTok as a “recommendation engine” and how is it impacting each major platform?