

Middlesex Community College

Middletown, CT



## SUMMER 2015

(6/15 – 8/4)

# SOCIAL MEDIA MARKETING

(This sixteen week course has been condensed to accommodate a seven week Summer Session.)

Course Number: BMK 216      CRN: 2042      Credit Hours: Three (3)

Prerequisites: Eligible for Eng 101 and some basic Marketing and computer knowledge.

**Program Coordinator: Ms. Susan Lugli**

**Director of Distance Learning: Dr. Yi Guan-Raczkowski**

*Conversation are us*

*Words are a plenty*

*Encrypted in each whisper*

*And thousands in a fleeting glimpse.*

*(Author unknown.)*

What a great time it is start learning about the internet as it relates to Marketing. The latest statistics estimate that over 2.2 billion people throughout the world use the internet ... that's a lot of buyers and potential buyers. As we go through the semester we will

examine the nitty-gritty of Internet Marketing. We will explore many sites and resources. Critical thinking and attention will help you to understand the e-marketers' perspective, strategies, and tactics better. You likely know a lot about the internet; some may not be present in this course, so work to compare and contrast it to the ideas that are presented and you'll have a really broad and deep perspective on e-marketing. Most importantly, since you've successfully completed a principle of marketing course; think like a marketer when you work through this course. Remember throughout this course to: Read, Think, Explore and Learn! and don't forget to take risks and try something new .... that's what real learning is all about! (Selective excerpts from J. Strauss.)

DFViens

## **COURSE OBJECTIVES**

Upon completion of the course the student will be able to understand the following:

- Brief history of the internet and the evolution as a marketing tool.
- The different levels of involvement on the Internet – Bricks and Clicks, e-commerce.
- The important issues by marketers desiring presence on the internet.
- Current marketing practices in interactive marketing.
- Utilizing social media as a marketing tool.
- The basics of effective web site design for a business.
- The reasons why internet projects fails and know what resources are needs to establish a presence on the internet.
- The legal, social and ethical issues faced by internet marketers.
- The future implication of interactive marketing.

It is NOT the intent of this course to turn students into web masters, graphic designers nor HTML programmers. Upon completion of this course you will NOT be able to design a sophisticated e-commerce site to compete against Amazon. Those areas mentioned require a separate and comprehensive curriculum. It is the marketer's goal to take good marketing practice to those technology specialist. We also don't cover specifics on how to sell off your old items on e-Bay! You DO NOT have to be a technology specialist to successfully complete this course.

## **COMMON CORE OBJECTIVES**

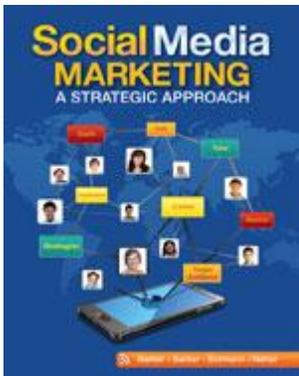
In today's competitive environment, employers expect you to have a skill set when you graduate. Hiring and promotion decisions are based in large part upon:

- ❖ Excellent written, oral communication and listening skills
- ❖ Excellent critical thinking and problem solving skills
- ❖ Excellent teamwork and team building skills
- ❖ An ability to understand the viewpoint of others
- ❖ Excellent technology and social media skills

This course is designed to help you improve your skills in these areas while gaining knowledge of the principles of internet marketing in our economic system and in the global marketplace.

It is expected that exposure to the common core objectives will enable students to develop an understanding of internet marketing principles; become an internet marketing decision-maker; become internet marketing proficient in selected areas and to be an educated consumer.

## COURSE RESOURCES



### Social Media Marketing: A Strategic Approach, 1st Edition

- **Melissa S. Barker** Spokane Falls Community College
- **Donald I. Barker** Spokane Falls Community College
- **Nicholas F. Bormann** George Mason University
- **Krista E. Neher** Cincinnati State Technical and Community College
- **ISBN-10:** 0538480874
- **ISBN-13:** 9780538480871
- 400 Pages Paperback
- © 2013

### **Internet Activities:**

Internet access is required. Middlesex Community College provides computer facilities that include access to the internet and Microsoft Office software. **Students will need to have an ID number to access college computer facilities and the library's Electronic Library holdings.** You will be required to search for information on the World Wide Web.

[www.google.com](http://www.google.com)

[www.yahoo.com](http://www.yahoo.com)

[www.lycos.com](http://www.lycos.com)

[www.dogpile.com](http://www.dogpile.com)

[www.gotto.com](http://www.gotto.com)

<http://www.govexec.com/dailyfed>

### **Online Library Catalog:**

All students should have a Library Card. You will be able to search the Middlesex Community College Library catalog for holdings as well as those of the other community colleges by visiting:

<http://libris.mxcc.commnet.edu>

The Jean Burr Smith Library Homepage site enables you to access a wealth of useful databases. The site:

<http://www.mxcc.commnet.edu/library/index.shtml>

### **Computers:**

Middlesex Community College or the college or university that you are taking this course from provides computer facilities that include access to the Internet an access to Microsoft Office application software products. Microsoft Word 2007 is recommended and a high speed internet connection is recommended.

## **COURSE REQUIREMENTS**

**My overall goal is to assist you in successfully achieving your objectives for this course.**

Time management may be the biggest factor in succeeding at your online course. Successful online students have to be very proactive in their studies and take responsibility for their own learning.

To master time management, first determine what time of day you think you will be most focused on your studies. Are you a morning person or a night owl? Do you concentrate best after a cup of coffee or after lunch? Once you narrow in on a time of day reserve a designated allotment of time to dedicate to your course. Stay committed to that reserved time and treat it like an appointment that can't be budgeted.

While there are many reasons to take an online course – one of the most frequent reasons students choose these courses is because of the convenience. Whether you have a full-time job, don't want to fight traffic or are raising a family – balancing school and personal obligations can become a juggling act.

The beauty, online courses is that you can study around your schedule – so be sure to set study time during your down time – even if that means 11 p.m.

An ideal study environment is just that – ideal. Some students need absolute silence while others can't seem to concentrate without noise in the background. No matter what your preference is, a well-lit place that is free from distractions is recommended. Note that you'll make much better use of thirty minutes of disruption-free study than an hour's worth of commotion-filled learning. If you can't escape in-home interruptions, try the library or a coffee shop.

Schedule your designated study time when you can be in a distraction-free environment and your chances for success will increase and the time you need to devote to your course will decrease.

Don't be afraid to ask questions. As an online student there are several ways to get the answers you are seeking. You can always direct inquiries to your teacher and your classmates. Have your Technology Support Help-Line number available for technology type questions. Sometimes reading the course resources may answer a few of your questions.

If you need an immediate answer – do your best to find the answer yourself. You'll likely satisfy other lingering questions in the process and often times the journey to the answer teaches you more than the answer itself. The more effort you put forth in these online courses to comprehend the lessons taught the more likely you are to succeed after the course is finished.

E-learning has a lot to offer students who dedicate the time and focus to extracting everything the course has to offer.

**Assignment Sheet ... available on the Home Page.**

**An assignment sheet is provided and located on the Home Page. This is the "Bible" for the course. All assignments, due dates, expectations are on this sheet. Please print it out and keep it handy. A check-off box is available for you to check-off work submitted.**

#### **Assignments – Projects - Assessments:**

You will be expected to submit assignments on-time. All assignments must be clearly identified and dated, prepared in complete sentence form and be of a college-level quality that you are proud to put your name to. All assignments need to be posted in the proper location. Students must maintain a "copy" of all assignments. Please inform me if you are having any issues. **Assignments submitted later than ONE week will NOT receive FULL CREDIT. If you constantly submit LATE assignments, you will NOT receive credit. If unforeseen events are causing an issue regarding submission of assignment(s) ... please contact me.**

Instruction, assignments, presentations, and case problems, are developed to provide each student with an opportunity to develop a skill set necessary for success in internet marketing. Constant reference is made to current business and industry standards with real-life applications and exercises. Additional assignments and case problems are presented to encourage student interaction and collaborative learning amongst students. Students may work in group settings as well as learn independently.

The final outcome assessment measures a student's individual performance including: attendance and participation; case work and written assignments; additional readings; quizzes, tests and a final examination (where applicable). A final grade will be assigned according to the proscribed policy.

#### **Grading / Assessment**

Profile	2 pts.
Introduction / Discussion	2 pts.
Chapter Learning Objectives	80 pts. (Eliminate a chapter of your choice.)

Cases (Discussion Board)	70 pts. (Eliminate a case of your choice.)
Activities (Marketing, Expertise, You Tube, Check-Out, Article, Write Your Future)	26 pts.
XYZ Coffee Company*	10 pts.
Final Project*	20 pts.
<b>TOTAL:</b>	<b>210 PTS.</b>

- Required for course credit.

**You will be given additional information for each of the above requirements.**

**BONUS POINTS:** May be provided throughout the semester.

### **Grades**

Final grades will be determined by applying the percentages listed above to the work submitted. A student should retain all assignments for the semester. In the event that a student disagrees with the grade he/she earned, the student must produce all work to support the contention that a grade was incorrectly awarded. If the student is unable to produce all work, the instructor's grade book will be considered accurate.

A = 195 – 210 Pts.

B = 175 – 194 Pts.

C = 150 – 174 Pts.

D = 129 – 149 Pts.

F = < 129 Pts.

(Pluses and minuses will be assigned. Refer to the college catalog for additional information.)

### **COLLEGE POLICIES:**

**All policies are presented in the College Catalog.**

#### **Withdrawal:**

If for any reason, a student is unable to complete the course, he/she must follow the college policy and officially withdraw from the course. Appropriate forms are available at the Records Office. A grade of "W" will be recorded for all withdrawals. If a student does not withdraw, he/she will be awarded the letter grade earned. Once a grade is officially recorded with the Registrar, the grade will NOT be changed at a later date. There will be NO exceptions to this policy.

#### **Incomplete:**

An Incomplete is a temporary grade assigned when course work is missing and the student agrees to complete the course requirements. An Incomplete will be given only for work unfinished because of illness, accident or

other unavoidable absence and when the instructor determines that the student has a reasonable chance of successfully completing the required work.

A student will be issued an Incomplete ONLY if he/she makes direct contact with the instructor, prior to Final Exam and a written description of the work to be completed is signed by the student. A date will be set to make up an Incomplete. If the work is not completed within that period of time, the "I" will convert to an appropriate letter grade.

**ADA Accommodations:**

Students with physical or learning disabilities who may require accommodations are encouraged to contact the Counseling Office. After disclosing the nature of the disability, students are urged to discuss their needs with individual instructors. This should be done at the beginning of each semester. Instructors, in conjunction with appropriate college officials, will provide assistance and/or accommodations only to those students who have completed this process.

**Religious Accommodations':**

Please make the instructor aware of any religious issues that you may have one week after the start of class. If the instructor is NOT familiar with the religion, the instructor may ask for written documentation.

**Plagiarism and Academic Honesty:**

At Middlesex Community College, we expect the highest standards of academic honesty. Academic dishonesty is prohibited in accordance with the Board of Trustees' Proscribed Conduct Policy in Section 5.2.1 of the Board of Trustees' Policy Manual. This Policy prohibits cheating on examinations, unauthorized collaboration on assignments, unauthorized access to examinations or course materials, plagiarism and other proscribed activities. Plagiarism is defined as the use of another's idea(s) or phrase(s) and representing that/those idea(s) as your own, either intentionally or unintentionally.

Both plagiarism and cheating are grounds for a student's immediate dismissal from the college.

**INSTRUCTOR:** Daniel Viens

Please use: Blackboard email    Emergency Only: 860-328-0275 (iPhone)

e-mail: DFViens@gmail.com or [dviens@mxcc.edu](mailto:dviens@mxcc.edu)

**EXPECTATIONS:**

**The Professor's Responsibilities to Students:**

- ❖ I will be prepared and make professional adjustments to the course as needed.
- ❖ I will treat each student with dignity and respect.
- ❖ I will be accessible to all students and will assist them in finding appropriate tutorial assistance.
- ❖ I will make all assignments meaningful, clear and concise.
- ❖ I will grade and all assignments in a timely fashion.

**The Professor's Expectations of Students or Students' Responsibilities to the Course:**

- ❖ Observes ALL college's policies related to academic honesty and adheres to them at all times.
- ❖ Adopts a disciplined study/work habits that allocates the proper amount of time for preparation and completion of assignments.
- ❖ Is fully aware of all DUE DATES, course requirements and expectations.
- ❖ Communicates with the instructor on a regular basis.
- ❖ Does NOT make excuses for missed deadlines or failed work. Seeks assistance when needed.
- ❖ Commits fully to their professional success as a student while achieving balance in their personal life so it does not infringe upon that commitment.

Your grade for this course will reflect the time and effort that YOU put forward. You will succeed by setting goals for yourself. Hard work, time and effort will enable you to achieve your goals. Establish a routine of preparing for each online session and seek help, when and if needed. Together, we will not only meet, but exceed expectations.

**As the Summer Session begins, set realistic goals, organize yourself and your schedule. Keep up to date with all readings and assignments, establish priorities and utilize your time wisely. Communicate with others and remember; YOUR Future will be Whatever YOU Desire It to Be! Good luck in your efforts! ... and before you know it ... it will be all over and you will have succeeded!**

**DFViens**

## IMPORTANT COLLEGE POLICIES!! PLEASE READ CAREFULLY!

For information about the college's policies and procedures regarding academic accessibility/disability services, attendance, audio-recording in the classroom, appeals, plagiarism, religious accommodations, weather and emergency closings, please go to the following website: [www.mxcc.edu/catalog/syllabus-policies/](http://www.mxcc.edu/catalog/syllabus-policies/) or QR code with your smart phone. Also, please become familiar with the policies nondiscrimination, sexual misconduct, and general student conduct at the following website: [www.mxcc.edu/nondiscrimination/](http://www.mxcc.edu/nondiscrimination/).



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## NON-DISCRIMINATION STATEMENT

Middlesex Community College does not discriminate on the basis of race, color, religious creed, age, sex, national origin, marital status, ancestry, present or past history of mental disorder, learning disability or physical disability, sexual orientation, gender identity and expression or genetic information in its programs and activities. In addition, the College does not discriminate in employment on the additional basis of veteran status or criminal record.

The following people have been designated to handle inquiries or complaints regarding non-discrimination policies and practices:

- Primary Title IX Coordinator  
Dr. Adrienne Maslin  
Dean of Students/Title IX and Section 504/ADA Coordinator  
amaslin@mxcc.edu; 860-343-5759; Founders Hall Room 123|
- Secondary Title IX Coordinator  
Ms. Mary Lou Phillips  
Director of Human Resources, Middlesex Community College  
mphillips@mxcc.edu; 860-343-5751; Founders Hall Room 115
- Secondary Title IX Coordinator  
Ms. Queen Fordham  
Coordinator of the Meriden Center Welcome Desk  
qfordham@mxcc.edu; 203-608-3011