

 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Graduate Programs		UGPC Approval _____ UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner _____ Catalog _____	
	Department Marketing College Business (To obtain a course number, contact erudolph@fau.edu)			
Prefix MAR Number 6198	(L = Lab Course; C = Combined Lecture/Lab; add if appropriate) Lab Code	Type of Course Lecture	Course Title Advanced Social Media Marketing	
Credits (See Definition of a Credit Hour) 3.00	Grading (Select One Option) Regular ☒ Sat/UnSat ☐	Course Description (Syllabus must be attached; see Template and Guidelines) Social Media Marketing (SMM) is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly defined audiences.		
Effective Date (TERM & YEAR) Fall 2024				
Prerequisites MAR6815, graduate standing. <i>Prerequisites, Corequisites and Registration Controls are enforced for all sections of course.</i>		Academic Service Learning (ASL) course ☐ Academic Service Learning statement must be indicated in syllabus and approval attached to this form.		
		Corequisites	Registration Controls (For example, Major, College, Level) Enrolled in a graduate college of Business degree program.	
Minimum qualifications needed to teach course: Member of the FAU graduate faculty and has a terminal degree in the subject area (or a closely related field).		List textbook information in syllabus or here Essentials of Social Media Marketing, by Michelle Charello Ebook, Publisher: Stukent ISBN: 978-0-9996302-3-5		
Faculty Contact/Email/Phone Dr. Ann Root, aroot@fau.edu		List/Attach comments from departments affected by new course		

Approved by Department Chair <u>MAR</u> College Curriculum Chair <u>Anita Pennathur</u> College Dean <u>Ken Johnson</u> UGPC Chair <u>Paul R. Root</u> UGC Chair <u>Paul R. Root</u> Graduate College Dean <u>Robert W. Johnson</u> UFS President _____ Provost _____	Date 10/19/2023 11/17/2023 11/17/2023 Dec 18, 2023 Dec 18, 2023 Dec 18, 2023 _____ _____
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Email this form and syllabus to UGPC@fau.edu 10 days before the UGPC meeting.

MAR 6198-000
Advanced Social Media Marketing

Day/Time
3 credits

Semester, Year
Prof. XXXXX YYYYYY
Office: XXXXXX

Office hours:

Classroom:

Telephone: 561-297-XXXX

Email: zzzzz@fau.edu



Course Description

Social Media Marketing (SMM) is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly defined audiences.

Additional Course Description

Today many companies are not preparing for the future of social. It's not that businesses aren't trying; many of them have Facebook, Twitter, LinkedIn or Instagram accounts established. They are present and disseminating content on those platforms, but they do not have a proper social media marketing plan in place. It is not enough for students today who will enter the workforce to just be equipped with general theories and knowledge when it comes to social media marketing. Students will need to know how to utilize new and constantly updated social media marketing strategies for businesses.

Instructional Method

This class, as scheduled, will be held in-person with a live remote option. I will teach in-person classes in the assigned classroom and on the scheduled day and time. For students who are unable to attend a class session in-person, I will provide a link to attend remotely on the scheduled day and time. Class participation will be a component of the grade and will require remote participants to be on time, stay the duration of the class, turn on their cameras, be on camera, and contribute to the class discussion. All of these must be satisfied to earn full class participation points. Lecture slides and video recordings will be available but will not substitute for attendance.

Prerequisites/Corequisites

MAR6815

Course Objectives/Student Learning Outcomes

By the end of the course, students will know how to implement a successful content strategy for Facebook, Instagram, Twitter, TikTok, Pinterest, LinkedIn, and YouTube.

Course Objectives/Student Learning Outcomes cont.

In addition, upon completion of this course, students will be proficient in the following aspects of Social Media:

- How social media has disrupted traditional marketing
- The benefits of and why social media marketing is important
- How to develop their personal brands
- How to create a social media marketing strategy
- Creating and optimizing business profiles on each social network
- Implementing a social media content strategy on each social network
- The benefits of and how to market with blogs, vlogs, podcasts and webinars
- How to launch a social media marketing campaign
- How to create a social media influencer marketing strategy
- Creating an employee advocacy program
- Social media policies and crisis response plans
- Social media advertising on each social network
- Social selling
- Social media analytics and measuring ROI

Course Evaluation Method

Chapter Assignments & Case Studies 60%

Participation 20%

Social Media Client Project 20%

Chapter Assignments and Case Studies: 60%

Throughout the semester, you will be given various assignments related to each chapter in the “Essentials of Social Media Marketing” digital textbook, including but not limited to:

- The social media skills gap
- Auditing and developing your personal brand
- Creating a social media marketing strategy and plan
- Case Study: Facebook Marketing X-Jump Trampoline Park
- Instagram company post analysis
- Leveraging Twitter to create evergreen content
- Creating a Snapchat content strategy
- Creating a Pinterest board and Pinterest content strategy
- Creating a company LinkedIn profile with company posts
- Completing free LinkedIn learning courses
- Analyzing company YouTube videos and creating a YouTube content strategy
- Writing a blog post or BuzzFeed article, recording a vlog, or recording a podcast.
- Case Study: COVID-19’s Impact on Consumers and Businesses
- Wishpond Social Media Marketing Campaign Assignment
- Identifying social media influencers
- Influencer marketing TikTok challenge
- Creating an influencer marketing strategy for a brand
- Calculating the potential reach of employee advocacy programs
- Writing a social media policy
- Identifying and analyzing a social media crisis
- Social media advertisement analysis

Chapter Assignments and Case Studies: 60% cont.

- Social selling
- Measuring social media ROI

Participation: 20%

Class participation consists of completing the homework assignments, including sharing relevant articles from AdAge, answering and asking questions in class, participating in any group projects or class activities.

CLIENT SOCIAL MEDIA PROJECT: 20%

In groups or as a class project, students will take over the social media accounts and create a social media marketing strategy for a real company.

As students' progress through each chapter, they will apply their learnings to the real business. Students will:

- Create a social media calendar with weekly posts that are approved by the business, and publish them on the social media accounts. Posts will be optimized properly and will include the post text as well as images and videos.
- Write a blog on behalf of the company, and publish it on their blog site if applicable.
- Create and run a social media marketing campaign for the client.
- Develop an influencer marketing strategy for the client.
- Create an employee advocacy plan for the client.
- Create a social media policy, and develop a crisis response plan for the client.
- If budget is available, students will place a social media ad for the client.
- Throughout the semester, students will analyze results and provide the client with a social media report.

At the end of the semester, students will create a social media marketing plan and summary of recommendations for the client. Students should present the plan in person or online to the client.

The plan will consist of:

1. Title Page
2. Table of Contents
3. Executive Summary
4. Overview (an overview of the client's current social media presence, a competitive analysis, goals, strategies, target market, tools, implementation, monitoring, and budget)
5. Social Media Audit
6. SWOT Analysis
7. Target Market
8. Competitor Assessment
9. Goals, Objectives, and Metrics
10. Social Media Strategy and Platform Selection
11. Roles and Responsibilities
12. Content Strategy
13. Distribution Strategy
14. Employee Advocacy Program
15. Social Media Policy and Critical (Crisis) Response Plan
16. Influencer Program
17. Advertising Strategy
18. Results
19. Recommendations

Course Grading Scale

Letter	Percentage	Points
A	94% – 100%	940 – 1,000
A-	90% – 93%	900 – 930
B+	87% – 89%	870 – 890
B	84% – 86%	840 – 860
B-	80% – 83%	800 – 830
C+	77% – 79%	770 – 790
C	74% – 76%	700 – 760
C-	70% – 73%	700 – 730
D+	67% – 69%	670 – 690
D	64% – 66%	640 – 660
D-	60% – 63%	600 – 630
F	<60%	<600

Attendance Policy

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

If your college has particular policies relating to cheating and plagiarism, state so here or provide a link to the full policy—but be sure the college policy does not conflict with the University Regulation.

Required Texts/Readings

“Essentials of Social Media Marketing,” by Michelle Charello

Ebook

Publisher: Stukent

ISBN: 978-0-9996302-3-5

Course Topical Outline

MAR6??? Influencer Marketing					
#	Class Date	What	Reading	Assignments	Due Date
1	Week 1	Review syllabus Form Teams Introduction to Social Media	Syllabus Chapter 1	Team Name & Logo	
2	Week 2	Developing Your Personal Brand Social Media Marketing Strategy & Social Media Advertising	Chapter 2 & 3	Social Media Audit - TEAM SWOT - TEAM	
3	Week 3	Marketing with Facebook Marketing with Instagram	Chapter 4, 5 & 6	Case Study Target Market – TEAM	

		Marketing with Twitter		Competitor Assessment - TEAM
4	Week 4	Marketing with Pinterest Marketing with LinkedIn Marketing with YouTube	Chapter 8, 9 & 10	Case Study Goals, Objectives & Metric – TEAM Roles & Responsibilities - TEAM
5	Week 5	Marketing with TikTok Blogs, Vlogs, Podcasts, and Webinars Social Media Marketing Campaigns	Chapter 11, 12, & 13	Case Study Content Strategy – TEAM Influencer Program - TEAM
6	Week 6	Influencer Marketing with Social Media Employee Advocacy & Social Media Policies and Crisis Response Plan	Chapter 14, 15 & 16	Advertising Strategy – TEAM Employee Advocacy Program & Social Media Policy – TEAM Crisis Response Plan - TEAM
7	Week 7	Social Selling Social Media Analytics and Measuring ROI	Chapter 17 & 18	Draft of Presentation due
8	Week 8	Social Media Project		Presentation