

El Paso Community College

Syllabus

Part II

Official Course Description

SUBJECT AREA	<u>Information Technology Systems</u>
COURSE RUBRIC AND NUMBER	<u>ITSC 2373</u>
COURSE TITLE	<u>Technology and Social Media Marketing</u>
COURSE CREDIT HOURS	<u>3 3 : 1</u> Credits Lec Lab

I. Catalog Description

Introduces the strategic use of social media platforms and their use in business environments. Covers multiple strategies related to business plans, social media platforms, digital marketing approaches and analytical metrics and monitoring tools. Students will analyze the impact technologies and business models have on industries, organizations, and people. **(3:1). Lab fee.**

II. Course Objectives

Upon successful completion of this course, the successful student will be able to:

- A. Unit I. Fundamentals of Social Media Marketing
 1. Define Social Media Marketing (SMM)
 2. Explain why SMM is important to business success
 3. Provide a history of SMM
 4. Provide a description of common myths related to SMM
 5. Explain how SMM resembles and differs from more traditional marketing
 6. Describe the steps in the SMM planning cycle
 7. Explain how to develop media strategies
 - a. Detail how to link specific actions to strategies
 8. Explain the importance and methods of audience targeting
 - a. Explain how 'big data' assists in audience targeting
 9. Define persona and explain how to develop a persona
- B. Unit II. Engagement Rules for Social Media
 1. Review the rules of engagement for SMM
 - a. Explain the difference between permission marketing and interruption marketing
 2. Define ethics as it relates to SMM
 3. Describe the different social media platforms
 4. Identify best practices for engaging SMM
 5. Explain the concepts related to microblogging
 - a. Review the sites that engage in microblogging
 - b. Identify best practices for building and marketing with a microblog
- C. Unit III. Multimedia Sites: Blogging, Picture/Video, Podcasts, and Webinars
 1. Define content marketing based upon the type of media.
 - a. Summarize media sites: blogs, podcasts, webinars, videos, and photos

2. Demonstrate how to create each type of content
3. Explain the marketing goals with each content type
 - a. Identify best practices for each content type
4. Describe the benefits of marketing with online videos
 - a. List the pros and cons of a video reaching viral status
5. Define photo sharing and respective major video platforms
6. Identify aspects of appealing video content

D. Unit IV. Multimedia Sites: Discussion Boards, Q&A Forums, White Papers, and Mobile Marketing

1. Describe the basic structures associated with discussion boards.
2. Review discussion board etiquette
3. Describe Q&A forums and their role within SMM
4. Explain the benefits of article marketing and the major article directories
5. Identify some of the key issues in marketing with articles, white papers, and e-books
6. Review the growth of mobile devices in the United States and the world
 - a. Identify issues involved with purchasing through mobile apps
7. Identify the importance of mobile customer experience and its difference with brick and mortar

E. Unit V. Planning, Monitoring, and Managing Social Media Marketing Efforts

1. Explain the importance of continual SMM efforts.
2. Identify issues with choosing the correct monitoring devices, including subjective versus objective analysis.
3. Review strategies to compile relevant Key Performance indicators
4. Describe platform-specific analytics
5. Give examples of different types of SMM tools and explain how their use can improve the marketing effort
6. Define the key components of an SMM plan
7. Describe how a SWOT analysis can be used in SMM
8. Describe how to implement an SMM plan based upon strategies

III. THECB Learning Outcomes (ACGM) (WECM)

Identify social media technologies and explain their role in organizations and industries.

Examine how various social media approaches impact social, economic, political and legal systems.

Integrate social media marketing strategies into business plans.

Utilize tools and metrics to analyze the use of websites, social media sites and other digital marketing methods.

Conduct cyber research as it applies to social media and digital marketing platforms.

IV. Evaluation

A. Pre-assessment

Students must have taken and completed ITSC 1301, "Introduction to Computers and Applications," or BCIS 1305, "Business Computer Applications," prior to taking this course.

B. Post-assessment

This course may contain project assignments, quizzes, and exams. The instructor will determine the mix of graded instruments to arrive at a grade as further described in the Instructor's Course Requirements document.

The following grading scale will be used based upon the points in the course:

Percentage of Total Points	Final Grade
90 - 100%	A
80 - 89%	B
70 - 79%	C
60 - 69%	D
0 - 59%	F

C. Remediation

The instructor may provide the students with means of improving a grade. The instructor will determine the timing, form, and method of remediation.

V. **Disability Statement (Americans with Disabilities Act [ADA])**

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. **6 Drop Rule**

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.

VII. **Title IX and Sex Discrimination**

Title 9 (20 U.S.C. 1681 & 34 C.F.R. Part 106) states the following "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving Federal financial assistance." The Violence Against Women Act (VAWA) prohibits stalking, date violence, sexual violence, and domestic violence for all students, employees and visitors (male and female). If you have any concerns related to discrimination, harassment, or assault (of any type) you can contact the Assistant to the Vice President for Student and Enrollment Services at 915-831-2655. Employees can call the Manager of Employee Relations at 915-831-6458. Reports of sexual assault/violence may also be reported to EPCC Police at 915-831-2200.