

CLASS NUMBER AND NAME:

**HMN150B – Social Media Marketing**

TOTAL HOURS/ UNITS:

24 HOURS/2 UNITS

PREREQUISITES:

NONE

TEXTS AND MATERIALS:

MKTG, Principles of Marketing: Lamb, Hair, McDaniel: 12th edition, 2019 Cengage: SBN-13: 978-1337407588

CLASS DESCRIPTION:

Students will examine the objectives of social media marketing and how these can be incorporated into a marketing mix for any organization.

CLASS OBJECTIVES:

This class provides an overview of the world of Social Media Marketing in an ever-changing technology environment. This brief introduction is meant to acquaint students to the world of social media marketing, particularly in services marketing, from the viewpoint of the marketer versus the user.

CLASS FORMAT OVERVIEW:

This class is a combination of lecture and student participation.

REQUIREMENTS:

Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.

METHOD OF INSTRUCTION:

Each topic will be discussed thoroughly and will be supplemented with written materials. Class work and homework will be assigned to engage the student.

ATTENDANCE:

It is expected that each student will be in class when class begins. Should the student arrive more than five minutes late they should notify the instructor of their presence, it will be up to the instructor to decide if the student has arrived in time to be counted as present- the instructor's decision is final.

**80% attendance is mandatory**

It will be the student's responsibility to learn of any assignments given in class when absent.

TESTING:

All assignments and exercises must be satisfactorily completed with an overall passing grade of 60% or better in order to pass the class.

LATE TESTING:

A late test will result in a 10% penalty (tests start with a B). All retakes and tests must be rescheduled with the instructor in a timely manner.

GRADING POLICIES:

The final grade is computed on:

- |                                 |     |
|---------------------------------|-----|
| 1. Assignments                  | 75% |
| 2. Attendance and participation | 25% |

90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

ANTICIPATED LEARNING OUTCOMES:

Upon completing this course, the student will be able to:

1. Demonstrate an understanding of marketing, strategic planning for competitive advantage, ethics and social responsibility with an emphasis on the social media marketing environment.
2. Demonstrate an understanding consumer decision making particularly through Social Technographics.
3. Demonstrate an understanding segmenting and targeting markets using social media zones and other facets of social media marketing
4. Demonstrate an understanding of applying strategic planning to the choice of social media, segmenting with the knowledge of Technographics, and other segmenting parameters.
5. Demonstrate an understanding of customer relationship marketing as it relates to social media content marketing.

## SOCIAL MEDIA MARKETING CLASS SCHEDULE

Week	Reading	Internet	Class discussions	Homework
One				
Two				
Three				
Four				
Five				
Six				