



Course Name: Social Media Marketing

Instructor: Dr. Ruiliang Yan

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Preferred Form of Communication: Email is the preferred communication in this class, emails will be sent to students East Texas A&M account ONLY. Students must routinely check email.

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. Social media is changing how business is done around the world in almost every industry. The marketing and business worlds are undergoing fundamental changes in how consumers interact with brands and each other. Social media has given consumers a voice and connected them with their friends and other like-minded consumers, and it has also opened numerous new communication channels for marketers and brands to connect with current and potential customers. The overarching goal of this course is to obtain a clear perspective on what's really going on in social media marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

Course Objectives

- How social media has disrupted traditional marketing
- The benefits of and why social media marketing is important
- How to develop their personal brands in social media
- 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

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

TEXTBOOK&Simternship: “Essentials of Social Media Marketing,” by Michelle Charello
Publisher: Stukent

To buy and access the ebook & Simternship, please go to pay and register by going to this link here: <https://join.stukent.com/join/D16-CF9>

COURSE GRADING: Final grades are based on the Official University policy.

Grade Distribution: The following scale will be used to grade the student:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

PLEASE NOTE: All assignments and quizzes must be completed by the due date. Any late discussion, exam, case, or paper will be graded as zero. No extensions or make-up will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.

Weights for Assessment		
Chapter Quizzes	18 chapters	480 points
Strength your skill quizzes	18 chapters	
Expert session quizzes	18 chapters	
Simternship	12 rounds	120 points
Social Media Marketing certificate		100 points

Quizzes

There are different types of individual quizzes in each chapter. Each quiz is available for a full week (7 days) for your convenience, but you have TWO ATTEMPTS to complete it. The time limit for each quiz is 30 minutes. It's said that you need to finish it within 30 minutes of starting. No make-up quiz is allowed unless you are excused before the deadline. Quizzes are individual, not group work

1. Hootsuite Social Media Marketing Certification

Industry-recognized certification that demonstrates your expertise with the essential elements of social marketing to clients and employers. A permanent online certificate to showcase the digital expertise that you can link to from your blog, website, or any other online profile, such as LinkedIn. Also, you can write in your resume. • Hootsuite Social

Marketing Certification: by passing a 60-question online exam, testing your knowledge of the core principles of social media marketing. The exam is based exclusively on the Social Marketing training videos in this course, which cover everything from creating a social media strategy and optimizing profiles to social content marketing and audience building. • It is free! No cost. Instructions for getting certification will be provided later. Once you complete and obtain the certification, you will receive an email or you can download the certificate from the website. Please submit a copy of the certificate on D2L, and you will receive 100 points. You can sign up with your name and email address at HubSpot Academy to get Social Media Certification. There are video courses to take to understand an effective social media strategy, and the exam you have to take to get the certificate.

<https://academy.hubspot.com/courses/social-media>

Hootsuite Platform certification: you can take the video courses about Hootsuite platform and take the exam to get the online certificate. It is optional to you, but it would be helpful for your career in social media marketing field as Hootsuite (All-in-one platform to manage social media) is the biggest social media management tool, used by over 15 million people and more than 800 of the Fortune 1000 companies. <https://www.hootsuite.com>