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BMKT 265.01C: Social Media Strategies and Management

Niki L. Robinson

University of Montana - Missoula, Niki.Robinson@mso.umt.edu

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**MISSOULA COLLEGE
THE UNIVERSITY OF MONTANA
BUSINESS TECHNOLOGY DEPARTMENT**

COURSE SYLLABUS

**COURSE NUMBER AND TITLE: BMKT265-SP16-Robinson
Social Media Strategies & Management**

DATE REVISED: Spring 2016

SEMESTER CREDITS: 3

FACULTY: Niki Robinson

E-MAIL ADDRESS: Niki.Robinson@mso.umt.edu

PHONE NUMBER: 243-7802

OFFICE LOCATION: AD14C

OFFICE HOURS: Posted on office door or by appointment

COURSE DESCRIPTION:

Students will analyze and select appropriate communication channels and technologies according to relevant publics, evaluate suitability of media content and use best communication practices to promote a positive organizational image, and apply business relationship marketing techniques to enhance social communities. Students will monitor issues and analyze trends across various social media platforms and manage media through professional, accessible, and ethical practices expected in our global society.

STUDENT PERFORMANCE OUTCOMES:

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

1. Learn what the Internet can do for them through an understanding of the systematic process of becoming an online participant and the importance and power of mass collaboration. This will focus largely on Internet tools and social media platforms.
2. Have a comprehensive knowledge of multiple social media platforms, what they do, and how and why we use them, along with strategic ideas for management within the social networking community.
3. Build a sustainable method for utilizing social media for a business throughout the semester and have an established web presence, strategically emphasizing the goals for the assigned company or organization.
4. Demonstrate an understanding of and an ability to use photographs, video, audio and digital tools within their marketing plan.
5. Monitor social media and present relevant data, trends, successes and issues.

STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES:

Homework, tests, projects, and in-class assignments will be given point values. Total points earned divided by total points possible will represent the percentage grade.

Grading Scale

A	90 - 100
B	80 - 89
C	70 - 79
D	60 - 69

REQUIRED TEXT: *Social Media Marketing* by Tracy L. Tuten & Michael R. Solomon, 2015 (2nd Ed). You may purchase this book in the bookstore, online, as a digital version, or even rent it on amazon.

ACADEMIC HONESTY: All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University.

All students need to be familiar with the Student Conduct Code. The code is available for review online at <http://www.umt.edu/SA/VP/SA/index.cfm/page/1321>.

ACCESSIBILITY:

The University of Montana assures equal access to instruction by supporting collaboration between students with disabilities, instructors, and Disability Services for Students. If you have a disability and plan to request modifications for this course, please contact your instructor during the first week of the semester so that modifications can be provided in a timely manner. Please contact Disability Service for Students if you have any questions.

Disability Services for Students (DSS)	(406).243.2243 (Voice/Text)
Lommasson Center 154	(406).243.5330 (Fax)
University of Montana	http://life.umt.edu/dss/

COURSE OUTLINE:

Unit 1: Foundations to Social Media

- Social Media vs. Traditional Media
- Becoming a part of the Network Nature
- Social Media, Social Media Marketing, Web 2.0
- Social media value chain and the marketing mix

Unit 2: Social Media Marketing Strategy

- Social Media Marketing Plan
- Phases of marketing maturity
- Campaign objectives
- Media channels and zones

Unit 3: Social Consumers

- Consumer segments and social identity
- Participation in the 4 zones
- Social technographics

Unit 4: Network Structure and Group Influence in Social Media

- Six degrees of separation
- Network structures
- Characteristics of on-line communities
- Social capital

Unit 5: Social Community

- User participation and sharing
- Engagement, branding, promotion

Unit 6: Publishing Content

- Channels, content creation
- Search Engine Optimization
- Social Media Optimization

Unit 7: Social Entertainment

- Types and approaches
- Peer Review, Ratings & Recommendations

Unit 8: Social Commerce

- Social Commerce and E-commerce
- Shopping applications and decision-making
- Psychological factors

Unit 9: Consumer Insight

- Research – processes, collection, analyzing, and monitoring
- Managing social listening
- Netnographic research

Unit 10 – Social Media Metrics

- Evaluation and Engagement Enhancement
- Are your objectives being met? Are they S.M.A.R.T.?