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BMKT 291.01C: Social Media Strategies and Management

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

COURSE SYLLABUS

COURSE NUMBER AND TITLE: BMKT291-SP15-Robinson

Social Media Strategies & Management

DATE REVISED: Spring 2015

SEMESTER CREDITS: 3

FACULTY: Niki Robinson

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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, 2013. 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/VPSA/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

Unit 2: Strategic Planning

- Digital Branding & Identifying Objectives
- The importance of digital Language & Terms

Unit 3: Digital Identity & Becoming a Virtual Collaborator

- Problems, Ethics & Morals of Social Media
- What is your digital footprint & why is it important
- Involvement & Engagement in Market Segmentation
- Infusing Understanding and becoming a digital native instead of a digital immigrant.

Unit 4: The Virtual Community

- Six degrees of separation

- Create a campaign outline: focus on an event with a specific outcome.

Unit 5: Personalization, Engagement & Branding

- Branding

- Gifting

Unit 6: Publishing Content

- Search Engine Optimization

- Social Media Optimization

Unit 7: Social Shopping & Commerce

- Peer Review, Ratings & Recommendations

Unit 8: Quantitative & Qualitative Social Media Research

Unit 9: Assessment

- Evaluation and Engagement Enhancement

- Are your objectives being met? Are they S.M.A.R.T.?