



Social Media Marketing Fundamentals Undergraduate Course Information Guide

Course Number: CCS 250, 4 credits, 10 Weeks

Cross listed Course Number: SW 250, 2 or 4 credits, 10 Weeks

Delivery Formats: Online Async

<u>Learning Outcomes</u>	<u>Learning Strategies and Resources</u>	<u>Learning Deliverables</u>
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Course Description

This online course explores fundamental concepts of creativity and entrepreneurship, particularly as they relate to the development of habits (creative and entrepreneurial) through the examination of new skill sets and mental paradigms. Finally, the course looks at innovation, connecting creativity and entrepreneurship to support students in conceiving new ventures in the traditional and social entrepreneurship landscape.

Learning Outcomes

After completing this course, you will be able to:

- Demonstrate experience using a variety of Web 2.0 technologies.
- Articulate the strengths and weaknesses of Web 2.0 technologies based on personal experience and class discussion.
- Identify a group of tools that can be used to solve a marketing problem (either real world or case study).
- Clearly delineate the strengths and weaknesses of each tool based on the specific marketing use case.
- Understand and describe the difficulty of selecting appropriate technological tools.
- Articulate the impact the technology will have on a population.
- Assess the strength of the solution based on user population characteristics.

If in a SCPS competence program, (BAIFA, BAC, BAGB, BAECE), this course addresses the following requirements:

Competence	Competence Statement / Criteria
FX	Related to student's focus area.

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Learning Strategies and Resources

Required Readings

Books and learning materials are available at the DePaul bookstore, at <http://depaul-loop.bncollege.com>, or through alternative sources.

Kerpen, D. (2019) Likeable social media: How to delight your customers, create an irresistible brand, & be generally amazing on all social networks that matter (3rd ed.). Chicago, IL: McGraw Hill. ISBN: 978-1260453287

Additional readings may be available on Electronic Reserve, at the [DePaul Library](#). Login to Ares Course Reserves and select the course. Log in using your Campus Connect User ID and password. You will then get a page listing the courses in which you're enrolled that have readings posted in Ares. Click on the title of this course and the list of our electronic reserve readings will be displayed.

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Learning Deliverables

Blog Posts – Students participate in blog discussions. Topics include posting about campaigns or use of Social Media by a company/organizations and responding to classmates with questions, additional examples and other relevant conversation.

Discussions Forums - Discussion Forums are an important component of your online experience. This course contains discussion forums related to the topics you are studying each week.

Reflection Papers – Will address various topics such as customer service, media marketing and story revision.

Final Project – Students will develop a Social Media Marketing Campaign for a company of their choosing. The campaign will address the following topics: Executive Summary, Organization Profile, Product/Service Description, Audience, Solutions, Marketing Schedule, and will Identify Key Success Metrics.

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Assessment of Student Learning

Distribution of Grade Points

Online Discussions	30%
Blog Posts	5%
Reflection Papers	15%
Final Project Drafts	10%
Final Project	40%

Grading Scale

A = 95 to 100	A- = 91 to 94	B+ = 88 to 90
B = 85 to 87	B- = 81 to 84	C+ = 77 to 80
C = 73 to 76	C- = 69 to 72	D+ = 65 to 68
D = 61 to 64	F = 60 or below	INC

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Course Schedule

Week and Module Title	Readings	Assignments
Module 1: A Brief History of the Internet	Read pages 1-12 and chapters 1, 7 and 8 in Likeable Social Media (Kerpen, D. 2019) Watch "History of the Internet" by Ethan Zuckerman	Assignment 1.1: Participate in Introductory discussion Assignment 1.2: Participate in Module 1 Discussion Blog Posts: ongoing

<p>Module 2: Customer Service and the Internet Age</p>	<p>Read Chapters 3-6 and 9-12 in Likeable Social Media (Kerpen, D. 2019)</p> <p>Watch the Wheat Thins campaign</p> <p>Listen to Marketing in a Crisis</p> <p>Listen to When Brands Apologize: Sorry Seems to Be the Smartest Word</p>	<p>Assignment 2.1: Participate in Discussion</p> <p>Assignment 2.2: Social Media Marketing Campaign Draft #1 (CCS Students)/Final Paper Draft #1 (SW Students)</p> <p>Assignment 2.3: Twitter Customer Service Reflection</p> <p>Blog Posts: ongoing</p>
<p>Module 3: Keeping Current</p>	<p>Read Chapters 13-14 and Appendix in Likeable Social Media (Required Text)</p> <p>Watch Evan Williams video</p> <p>Watch Andrew Stanton: The Clues to a Great Story</p>	<p>Assignment 3.1: Participate in Discussion</p> <p>Assignment 3.2: Social Media Marketing Plan Draft #2 (CCS Students/ Final Paper Draft #2 (SW Students)</p> <p>Assignment 3.3: Story Revision and Reflection</p> <p>Blog Posts: ongoing</p>
<p>Module 4: Social Networking for Business</p>	<p>Read pages Chapters 14-18 in Likeable Social Media (Required Text)</p> <p>Watch "How to Make a Splash in Social Media"</p>	<p>Assignment 4.1: Participate in Discussion</p> <p>Assignment 4.2: Social Media Marketing Campaign Draft #3 (CCS Students/Final Paper Draft #3 (SW Students)</p> <p>Blog Posts: ongoing</p>
<p>Module 5: Blogs and Blogging</p>		<p>Assignment 5.1: Participate in Discussion</p> <p>Assignment 5.2: Final Social Media Marketing</p>

		Plan (CCS Students/ Final Paper (SW Students) Blog Posts: ongoing
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Course Policies

For access to all SCPS and DePaul University academic policies, refer to the following links:

[SCPS Student Resources Website](#)

[DePaul Student Handbook](#)

The [D2L Course Website](#) for this course.

Course Syllabus

The official syllabus for this course that includes course dates, instructor information and quarter specific details will be provided by the course instructor by the start of the course and available on the course D2L website.

Course Registration

To find out when this course will be offered next, you can go to the [SCPS Registration website](#) for details on how to register for the course.

For information on how this course can apply to your program, contact your academic advisor.

School of Continuing and Professional Studies

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This document was updated 8-16-22.

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