

ARIZONA WESTERN COLLEGE
SYLLABUS

FDI-106 Building a Brand Through Digital Influence

Credit Hours: 3 Lec: 3

PREREQUISITE:

COURSE DESCRIPTION

This course will examine social media platforms, publisher tools, and personal branding and marketing agencies. Evaluation of brand-driven marketing and communication strategy.

1. COURSE GOAL

- 1.1 Examine Social media marketing platforms and publishing tools
- 1.2 Define what social media marketing is and what its role is in a brand-driven marketing strategy
- 1.3 Identify how brands and marketing effectively use social media content created by brands, users, and influencers
- 1.4 Identify the role of social media platforms and how they can be applied to your brand and image
- 1.5 Create content for your brand
- 1.6 Connect with your audience through stories and brand strategy
- 1.7 Create visual content for your brand story
- 1.8 Present your brand story in a marketing campaign

2. OUTCOMES

Upon satisfactory completion of this course, students will be able to:

- 2.1 Create a multiplatform social media marketing strategy that aligns with branding and marketing goals
- 2.2 Analyze how the various social media platforms work and how to reach target markets effectively
- 2.3 Assess the relationship between social media marketing and brand strategy
- 2.4 Define and identify your personal brand
- 2.5 Create a marketing strategy for your brand
- 2.6 Create a visual story of your brand
- 2.7 Create intentional content that represents your brand and target audience
- 2.8 Engage with a target audience through brand strategy and marketing

3. METHODS OF INSTRUCTION

- 3.1 Lecture/Internet Lessons
- 3.2 Multi-media Presentations
- 3.3 Group Discussions
- 3.4 Text assignments

4. LEARNING ACTIVITIES

- 4.1 Group Discussions
- 4.2 Oral Presentations
- 4.3 Reading and written assignment

5. EVALUATION

- 5.1 Quizzes/Exams
- 5.2 Assignments
- 5.3 Participation

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 Classroom Assignments: Students are responsible for the missed work and completing all work before the next class meeting. Students are responsible for participating in all oral drills and for taking all exams.
- 6.3 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.
- 6.4 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.
- 6.5 Academic Integrity: Any student participating in acts of academic dishonesty including, but not limited to copying the work of other students, using unauthorized “crib notes,” plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.
- 6.6 Textbooks and materials: Students are required to bring a notebook or looseleaf book, pens, pencils, dictionaries, and purchase textbooks required for class.

- 6.7 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for "No Show" reporting during the first 10 days of each semester. Students who have enrolled but have never attended class may be issued a "No Show" (NS) grade by the professor or instructor and receive a final grade of "NS" on their official academic record. An NS grade may result in a student losing their federal financial aid.
- For online classes, *student attendance in an online class is defined as the following* (FSA Handbook, 2012, 5-90):
- Submitting an academic assignment
 - Taking an exam, an interactive tutorial or computer-assisted instruction
 - Attending a study group that is assigned by the school
 - Participating in an online discussion about academic matters
 - Initiating contact with a faculty member to ask a question about the academic subject studied in the course