

ARIZONA WESTERN COLLEGE  
SYLLABUS

MKT 111 SOCIAL MEDIA MARKETING

Credit Hours: 3 Lec 3

PREREQUISITE OR COREQUISITE: NONE

COURSE DESCRIPTION

This course provides a working knowledge of the theory and practice in the use of social media platforms in marketing. The topics include a history of social media, the preparation for social media, the power of collective influence, and how to engage with social media. Students will review social mediums, social networks, platforms, and other marketing tools used to create social media campaigns.

COURSE GOALS

This one-semester course is designed to examine the use of social media marketing as a critical component of an organization's strategic marketing plan. This course prepares learners with a basic understanding of the broad subject of social media and the many social media methods used to reach customers for the purpose of improving customer service, creating product buzz, building brand loyalty, expanding target markets, and creating sales.

2. COMPETENCIES

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

- 2.1 describe the history and foundations of social media.
- 2.2 identify target audiences for social media marketing.
- 2.3 analyze social media platforms and social networking sites.
- 2.5 create social media content.
- 2.6 create a social media campaign using a variety of social media tools.
- 2.7 measure and analyze the effectiveness of social media marketing efforts.
- 2.8 understand the importance of a social media campaign as it relates to a strategic marketing plan.

3. METHODS OF INSTRUCTION

- 3.1 Lectures
- 3.2 Resource reading material
- 3.3 Class discussions
- 3.4 Student projects
- 3.5 Research

4. LEARNING ACTIVITIES

- 4.1 Reading assignments
- 4.2 Discussion board activities
- 4.3 Campaign development
- 4.4 Case studies

5. EVALUATION

- 5.1 Class participation
- 5.2 Assignments
- 5.3 Case studies
- 5.4 Student projects

6. STUDENT RESPONSIBILITIES

- 6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.
- 6.2 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 Students who are not attending as of the 45th day of the course may be withdrawn by the instructor.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.
- 6.3 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.
- 6.4 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.
- 6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.
- 6.6 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