CONTINUING STUDIES @UVIC

Territory Acknowledgement

We acknowledge and respect the lək̓ʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day.

Social Media Marketing

BMBA 450

Course Description

As the internet has evolved to play a larger role in our daily lives, it has also developed into a powerful tool for businesses. But with so many possible platforms and technologies available online, where should a business focus its digital marketing efforts? In this course, you will learn about web-based business models, social media technologies and strategies, and digital marketing trends. We will also examine privacy and security considerations.

Learning Outcomes

Upon completion of this course, you will be able to:
- Define important social media and digital marketing terminology and acronyms.
- Describe how social media technologies and applications can enable the achievement of business goals.
- Use knowledge of consumer behaviour concepts to develop better marketing and sales strategies.
- Discuss current trends and practices in social media and digital marketing.
- Discuss how information systems affect privacy and security.

Resources

The textbook used in this course is:
EMarketing: The Essential Guide to Marketing in a Digital World. Edition Six. By Rob Stokes. (Creative Commons Attribution-Non Commercial ShareAlike 3.0 Unported license)

Each week you will be assigned readings in the textbook. The textbook used in this course is an open-source textbook that is free to access online. In addition, you will also have assigned readings in the form of news articles and blog posts from a variety of sources that can be accessed through the internet.

CONTINUING STUDIES @UVIC

Weekly Schedule

Week	Topics		
Week 1	The Digital Ecosystem 1.1 Social Media Landscape	Ch. 1: Strategy and Context	
Week 2	Digital Marketing Strategy 2.1 Customer Segments 2.2 Customer Journey 2.3 Objectives and Goals	Ch. 2: Understanding Customer Behaviour	
Week 3	Social Media platforms 3.1 Popular Social Media Platforms 3.2 Choosing the right social media platform 3.3 Branding	Ch. 16: SM	
Week 4	Websites and e-commerce 4.1 Websites and Revenue Models 4.2 Setting up an Online Shop 4.3 E-commerce trends Optional Lesson: Website Creation	Ch.10: eCommerce	
Week 5	Search Engines 5.1 How Google Search Works 5.2 How to show up in Search Results 5.3 Search Ads	Ch. 8: Search engine optimization Ch. 11: Search advertising	A1: Company comparison
Week 6	Content Marketing 6.1 Copywriting 6.2 Content Marketing 6.3 Creating Content	Ch. 15: Content marketing strategy	
Week 7	Managing Social Media Accounts 7.1 Setting up Social Media Accounts 7.2 Building a community 7.3 Social Media Strategy Examples	Ch. 17: Social media strategy	
Week 8	Social Media Ads 8.1 Social Media Ads 8.2 The marketing Funnel 8.3 Facebook Ads	Ch. 13: Social Media Advertising	A2: Content Calendar
Week 9	Video Marketing and Influencer Marketing 9.1 Video Marketing 9.2 Influencer Marketing	Ch. 19: Video marketing	A3: Social Media Ads
Week 10	Customer Relations Management 10.1 Customer Relationship Management 10.2 Social Media Conversions 10.3 Online Reviews	Ch. 14: Customer relationship management	A4: Group presentations
Week 11	Data Driven Business Decisions 11.1 Google Analytics 11.2 Social Media Analytics 11.3 Business Insights	Ch: 21: Data analytics	
Week 12	Digital Privacy 12.1 Data Collection 12.2 Data Mining and ad Targeting 12.3 Data breaches and security		
Week 13	Review 13.1 Bringing it all together		Final project

Submissions are due on the day of the week that corresponds to the day of your class.

Evaluation

Assignment	Due Date	Mark
Class participation	Ongoing	20%
Assignment 1: Company Comparison	Week 5	10%
Assignment 2: Content Calendar	Week 8	10%
Assignment 3: Social Media Ads	Week 9	10%
Group project	Presented in class – Week 10	15%
Final Project: Marketing Plan	Week 13	35%
Total		**100%**

Assignments

Assignment 1 | Company Comparison *(Individual assignment)*

> **Overview:** In this assignment, you will compare how two different companies use their website and social media channels to promote their business.

Assignment 2 | Content Calendar *(Individual assignment)*

> **Overview:** In this assignment, you will create a social media content calendar and a content piece for a **specific company, Mel's Mugs.** The purpose of this assignment is for you to demonstrate your learning on the topic of content marketing.

Assignment 3 | Social Media Ads *(Individual assignment)*

> **Overview:** For this assignment, you will design three ads for an existing business. The purpose of this assignment is for you to demonstrate your learning of the customer journey and social media advertisement.

Group Project – Analyzing a Social Media Platform *(group assignment)*

> **Overview:** In small groups, you will present an assigned social media platform. You will research and analyze the social media platform in terms of its potential marketing uses for a business. Groups and platforms will be randomly selected by your instructor. Your presentation should be done in a PowerPoint format, between 12 and 15 slides long. You will submit the full presentation, but **present only a five minute synopsis of your analysis.**

Final Project: Marketing Plan *(Individual assignment)*

> **Overview:** For this final assignment, you will formulate a marketing plan for an existing business that you either own or work for, or for a new business that you think up.
> - If the company already exists you can describe the current practices as well as what you would propose doing to improve marketing based on topics we've covered in this class.
> - If this is a business that doesn't exist yet, then your plan should outline what would be realistic based on your proposed company.
>
> The purpose of this assignment is for you to demonstrate your learning of the material through this course.