

BUSAD163 : Social Media Marketing I

General Information

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Course Code (CB01) :	BUSAD163
Course Title (CB02) :	Social Media Marketing I
Department:	BUSAD
Proposal Start:	Fall 2024
TOP Code (CB03) :	(0509.00) Marketing and Distribution
CIP Code:	(52.1801) Sales, Distribution, and Marketing Operations, General.
SAM Code (CB09) :	Possibly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000598827
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	BUSAD 163 introduces students to the field of digital marketing, including the components, characteristics, metrics, goals, platforms, and history of social media. The course serves as a foundation for later specialized study, and directs students to possible entrepreneurial ventures or careers in social media marketing.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">Credit

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">Business
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08) Course is not a basic skills course.	Course Special Class Status (CB13) Course is not a special class.	Grading Basis <ul style="list-style-type: none">Grade with Pass / No-Pass Option
<input type="checkbox"/> Allow Students to Gain Credit by Exam/Challenge	Pre-Collegiate Level (CB21) Not applicable.	Course Support Course Status (CB26) Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Transferable to CSU only

Transferability Status

Approved

Units and Hours

Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	54
Total Course Out-of-Class Hours	108
Total Student Learning Hours	162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience

Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6
Laboratory Hours	0	0
Studio Hours	0	0

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	0
Course In-Class (Contact) Hours	
Lecture	54
Laboratory	0
Studio	0
Total	54
Course Out-of-Class Hours	
Lecture	108
Laboratory	0
Studio	0
Total	108

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

No Value

Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction Lecture

Methods of Instruction Discussion

Methods of Instruction Collaborative Learning

Methods of Instruction Guest Speakers

Out of Class Assignments

- Individual oral and written brand style guide
- Group project on a current development in social media (e.g. develop a social media marketing plan for a major brand)

Methods of Evaluation

Rationale

Exam/Quiz/Test Midterm examinations
Exam/Quiz/Test Final examination
Presentation (group or individual) Group presentations

Textbook Rationale

No Value

Textbooks

Author	Title	Publisher	Date	ISBN
Moore, Shawn	Digital Marketing Fundamentals ~ Course One 2edition	Mujo Learning Systems	2021	9781988940779

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Cite the various elements that comprise the visual side of social media branding including color, logo, value proposition, style, and touchpoints.

Describe the nuances involved in targeting different audiences.

Define analytics and goals in relation to CRM (Customer Relationship Management).

Create a domain name and compare with URLs Identify the elements of a Unique Selling Proposition (USP) and understand how the proposition relates to the development of: Overall site content, SEO (Search Engine Optimization), PPC (Pay Per Click) and Copywriting.

Recognize the history and evolution of social media.

Recognize the ethics of social media marketing and determine how to be compliant.

Identify the key categories of a social media budget.

Develop a brand style guide in preparation for the design of a website.

SLOs

Identify the key components of brand identity.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
<i>BUSAD</i> Marketing - A.S. Degree Major	Develop a basic marketing plan and implement a strategy. Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.
<i>BUSAD</i> Marketing - Certificate	Develop a basic marketing plan and implement a strategy. Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.
<i>BUSAD</i> General Business - Certificate	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - A.S. Degree Major	Understand and apply the four P's of marketing, business law, investments, management, and marketing.

Differentiate among the different audience demographics.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
<i>BUSAD</i> Marketing - A.S. Degree Major	Develop a basic marketing plan and implement a strategy. Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.

BUSAD
Marketing - Certificate

Develop a basic marketing plan and implement a strategy.

Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.

Explain the key categories of a marketing budget.

Expected Outcome Performance: 70.0

ILOs
Core ILOs

Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.

BUSAD
Marketing - Certificate

Develop a basic marketing plan and implement a strategy.

Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.

BUSAD
Marketing - A.S. Degree
Major

Develop a basic marketing plan and implement a strategy.

Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.

BUSAD
General Business -
Certificate

Understand and apply the four P's of marketing, business law, investments, management, and marketing.

BUSAD
General Business - A.S.
Degree Major

Understand and apply the four P's of marketing, business law, investments, management, and marketing.

Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No

Is this proposal submitted in response to learning outcomes assessment data?

No

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

The Importance of Brand (7 hours)

- What is a brand
- The Visual Side of Branding
- Logos, Brand, and Touchstones
- Brand Style Guide
- Relevant Activity

Audience and Reach (8 hours)

- What is 'audience'?
- Communication Language and Channels
- Appearance Offline and Online
- Reach
- Relevant Activity

Goals and Analytics (8 hours)

- Why are Goals Important?
- The best Goals are S.M.A.R.T. (Specific, Measurable, Attainable, Relevant and Timely)
- Online vs. Offline Goals
- Introduction to Analytics
- Customer Relationship
- Management Relevant Activity

Domain Names (7 hours)

- What is a Domain?
- What is Domain Marketing
- Creating a Memorable Domain
- Working in a Keyword
- URLs or Search Engines?
- Relevant Activity

Keyword Search (6 hours)

- Copywriting
- Unique Selling Proposition
- Principles of Powerful Content Development
- Search Engine Optimization
- Pay Per Click
- Relevant Activity

Online Marketing (14 hours)

- History of Social Media
- Dispelling the Myths of Social Media
- Marketing
- Reputation Management
- The Ethics of Social Media Marketing
- How to Succeed with Social Media Marketing
- Interruption vs. Permission Marketing
- Relevant Activity

Budgeting (4 hours)

- Budgeting for Marketing
- Budget Allocation
- Understanding the Key Categories of a Budget

Total Hours: 54

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liaison?

Aisha Conner-Gaten (Business, ESL-Credit)

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

No Value

If additional resources are needed, add a brief description and cost in the box provided.

No Value