

BUSAD165 : Social Media Marketing II

General Information

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Course Code (CB01) :	BUSAD165
Course Title (CB02) :	Social Media Marketing II
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) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000603900
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 165 explores social media platforms such as Facebook, X (formerly known as Twitter), Instagram, Threads, LinkedIn, YouTube, TikTok, Yelp, and Pinterest. Students will learn how these channels can be optimized most effectively for professional objectives such as creating and analyzing a successful targeted advertising campaign. We will use various analytics programs, including Facebook Insights and Google Analytics to determine the level of social media campaign success. The course serves as a foundation for later specialized study and introduces 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.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

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

Advisory

BUSAD163 - Social Media Marketing I (in-development)

Objectives

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

Entry Standards

Entry Standards

Articulate the fundamental of social media platforms.

Describe the functionality and framework of popular social media platforms.

Proficiency in Google suite or Microsoft Suite.

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction Lecture

Methods of Instruction Collaborative Learning

Methods of Instruction Demonstrations

Methods of Instruction Guest Speakers

Out of Class Assignments

- Social media strategy project (e.g. interview a small business owner, develop a social media strategy, and present a campaign to the class and the business owner)

Methods of Evaluation

Rationale

Other	Class participation
Exam/Quiz/Test	Midterm examination
Presentation (group or individual)	Group presentation
Exam/Quiz/Test	Final examination

Textbook Rationale

No Value

Textbooks

Author	Title	Publisher	Date	ISBN
Shawn Moore	Digital Marketing Fundamentals 5th edition	Mujo Learning Systems	2022	9781988940960

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

No Value

Materials Fee

No value

Learning Outcomes and Objectives

Course Objectives

Identify social media campaign goals.

Identify the different social media channels.

Identify when to utilize the different social media channels.

Apply social media marketing analysis.

Identify personal and business marketing strategies for current social media platforms.

SLOs

Describe how social media analytics function and enable marketers to make informed, data driven decisions.

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.
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<i>BUSAD</i> Marketing - A.S. Degree Major	Develop a basic marketing plan and implement a strategy.
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<i>BUSAD</i> Marketing - Certificate	Develop a basic marketing plan and implement a strategy.
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<i>BUSAD</i> General Business - Certificate	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
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<i>BUSAD</i> General Business - A.S. Degree Major	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
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Analyze how various social media channels are utilized for personal and business purposes.

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.
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<i>BUSAD</i> Marketing - A.S. Degree Major	Develop a basic marketing plan and implement a strategy.
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<i>BUSAD</i> Marketing - Certificate	Develop a basic marketing plan and implement a strategy.
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<i>BUSAD</i> General Business - Certificate	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
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<i>BUSAD</i> General Business - A.S. Degree Major	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
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BUSAD Marketing - A.S. Degree Major	Develop a basic marketing plan and implement a strategy.
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Course Content

Lecture Content

Social Media Governing Strategies (9 hours)

- The Social Media Campaign Goals
- The Target Consumer's Persona
- The Competitor's Social Media Strategies
- The Selection of Social Media Channels
- Utilizing Social Media Channels
- Relevant Activity

Facebook, Instagram, Threads Marketing Strategies (9 hours)

- History
- Personal Business
- Advertising
- Running a Targeted Campaign
- Analytics
- Relevant Activity

X, formerly known as Twitter and Reddit Marketing Strategies 7 (hours)

- Marketing Strategies
- History
- Personal Business Advertising
- Running a Targeted Campaign
- Analytics
- Relevant Activity

Pinterest Marketing Strategies (7 hours)

- History
- Personal Business
- Advertising
- Running a Targeted Campaign
- Analytics
- Relevant Activity

LinkedIn Marketing Strategies (7 hours)

- History
- Personal
- Business
- Advertising
- Running a Targeted Campaign
- Analytics
- Relevant Activity

YouTube and TikTok Marketing Strategies (8 hours)

- History
- Personal

- Business
- Advertising
- Running a Targeted Campaign
- Analytics
- Relevant Activity

Yelp and other Social Media Platforms Marketing Strategies (7 Hours)

- History
- Personal
- Business
- Advertising
- Running a Targeted Campaign
- Analytics
- Relevant Activity

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 liason?

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