

**CMS 317: Social Media Campaigns**

**Credit Hours:** 3

**Scheduled hours per week**

Lecture: 3 Lab:0

Other: N/A

**Catalog Course Description:** Social Media Campaigns engage students in actual social media by conducting original research, constructing a campaign plan, producing original materials for the campaign, and tracking the campaign’s success.

**Pre-requisites:** 217

**Co-requisites:** N/A

**Course Learning Outcomes:**

At the conclusion of Jour 317, students should be able to:

1. Explore the process of social media campaign creation including early research, organization, and success tracking;
2. Learn to plan and implement successful campaign ideas;
3. Create a campaign plan for a topic or business;
4. Orally and digitally pitch social media campaigns to potential clients;
5. Devise a successful plan for promoting the object of the campaign;
6. Use segmentation and targeting to reach selected audience,
7. Develop skills to manage time and resources over multiple social media platforms;
8. Practice many aspects of social media in a business setting including client interaction, community relations, networking, and analytics reporting; and
9. Use social media within the classroom to facilitate communication among class members.

**Topics to be studied:**

- Social media in business
- The necessity of planning in campaign management
- Strategic planning
- The development of a real-time social media campaign
- Oral and digital presentation techniques

<b>Relationship of Course to Discipline Learning Outcomes</b>	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	X
Students will demonstrate an ability to evaluate and critique their own and others’ communication.	X
Students will exhibit strong listening skills.	X
Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.	X
Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.	
Students will exhibit creativity and innovation in the delivery of messages.	X
Students will competently analyze an audience to create effective messages.	

Students will articulate the role of ethics in media and communication.	X
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<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
<b>Science &amp; Technology</b> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
<b>The Arts &amp; Creativity</b> Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	X

**Special requirements of the course:**

Student must maintain a digital portfolio of all work throughout the semester.

**Additional information:**

N/A

**Prepared by:** Olivia Reeder

**Date:** 10/15/17

**Course Schedule**

Dates of Class	Topics to be Covered (Proposed Assessment Measures) More details provided as the course progresses
Week 1	Syllabi Discussion, Class Overview (outline assignment)
Week 2	Non-profit team selection and research (Class Participation)
Week 3	Focus group creation (Class participation and group work)
Week 4	Focus group (Class participation)
Week 5	Determine deliverables for team (Class participation)
Week 6	Deliver deliverables to non-profit (Class participation and group work)

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Week 7	Channels and users (Class participation and group work)
Week 8	Target audience (Class participation and group work)
Week 9	SWOT (Class participation and group work)
Week 10	Objectives, strategies and tactics (Class participation and group work)
Week 11	Event planning (Class participation and group work)
Week 11	Competitor profile (Class participation and group work)
Week 12	Social media audit (Class participation and group work)
Week 13	Group work on presentation (Class participation and group work)
Week 14	Group work on presentation (Presentation)
Week 15	Presentation rehearsal (Presentation)
Week 16	Formal presentation

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