

DEPARTMENT of BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2024

OA2050 (A2): Social Media Marketing – 3 (3-0-1.5) 67.5 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Janelle MacRae **PHONE:** 780-539-2215
OFFICE: C305 **E-MAIL:** jmacrae@nwpolytech.ca
Tuesdays and Thursdays 10:00 AM to 11:20 AM or by
OFFICE HOURS: appointment

CALENDAR DESCRIPTION:

This course is designed to introduce students to the concepts of marketing with social media. Content will go beyond general theories and knowledge to utilizing new social media marketing for business. Upon completion, students should be able to create and utilize social media tools in the workplace setting.

PREREQUISITE(S): OA2000

REQUIRED TEXT/RESOURCE MATERIALS:

"Essentials of Social Media Marketing," by Michelle Charello, with Mimic Social Bundle; Stukent

ISBN: 9780999630242

DELIVERY MODE(S):



In-person. This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

LEARNING OUTCOMES:

By the end of the course, students will know how to implement a successful content strategy for Facebook, Instagram, Twitter (X), Snapchat, Pinterest, LinkedIn, and YouTube.

Upon completion of this course, students will more specifically be able to:

- design platform-specific social media marketing
- create an employee advocacy program
- practice personal branding
- write targeted social media ads
- perform demographic targeting
- utilize promotional strategies
- measure key performance indicators
- manage budgets
- schedule content

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.alberta.ca>.

** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. **Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.**

EVALUATIONS:

Assignments & Case Studies	20%
Unit Tests	20%
Participation	5%
Social Media Client Project/Mimic Social Simulation	25%

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100	C+	2.3	67-69
A	4.0	85-94	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

Week	Topic	Reference & Readings	Student Social Media Simternship
1	Welcome, Course Intro/Overview Intro to Social Media Marketing; Intro to Simternship	Chapter 1	Simternship Introduction
2	Intro to Social Media Marketing Developing Your Personal Brand	Chapter 1 Chapter 2	Sign up for the Simternship
3	Social Media Marketing Strategy	Chapter 3	Simternship Round One

4	Marketing with Facebook Marketing with Instagram Unit Test Chapters 1-5	Chapter 4 Chapter 5	Simternship Round Two
5	Marketing with X Marketing with Snapchat	Chapter 6 Chapter 7	Simternship Round Three
6	Marketing with Pinterest Marketing with LinkedIn Unit Test Chapters 6-9	Chapter 8 Chapter 9	Simternship Round Four
7 (No Class Mon)	Blogs, Vlogs, Podcasts and Webinars	Chapter 12	Simternship Round Five
8	Marketing with YouTube Marketing with TikTok	Chapter 10 Chapter 11	Simternship Round Six
9	Social Media Marketing Campaigns	Chapter 13	Simternship Round Seven
10	Influencer Marketing with Social Media Unit Test Chapters 10-14	Chapter 14	Simternship Round Eight
11	Fall Break		Simternship Round Nine over the break!
12	Employee Advocacy Social Media Policies and Crisis Response Plan	Chapter 15 Chapter 16	Simternship Round Ten
13	Social Selling Social Media Analytics and Measuring RO	Chapter 17 Chapter 18	Simternship Round Eleven
14	Final Presentations/Marketing Plan Submission		Simternship Round Twelve
15 Mon	Final Exam Review		Social Media Marketing Plan with final analysis/recommendations

STUDENT RESPONSIBILITIES:



Students must read, understand and comply with Northwestern Polytechnic academic policies.

**Note: all Academic and Administrative policies are available at [NWP Policies | Northwestern Polytechnic \(nwpolytech.ca\)](#)

TESTING AND EXAM POLICIES

All tests will be written as scheduled. No rewrites will be given. If there is an excusable absence, the weighting of the missed test will be added to the final exam weighting.

Instructor must be notified prior to the test of any absence. If the absence is not excusable, a grade of 0% will be given.

DUE DATES: Work must be submitted to MyClass and Cirrus by the due date and time given. No lates will be accepted.

Final examinations must be taken during the specified time period. Do not plan any activities during examination week.

EMAIL CORRESPONDENCE:

*All email correspondence must be sent from your Northwestern Polytechnic student email account and must be professionally formatted (i.e., subject line filled in, proper greeting, spelling, and grammar check, etc.). Emails that do not follow the above requirements will not be responded to.

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

**Note: all Academic and Administrative policies are available on the same page.