

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2025

OA2050 (EC): 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
OFFICE HOURS:	Monday/Wednesday, 11:30 am-1:00 pm, or by 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



Students are responsible for all fees associated with ProctorU, a live proctoring service for online exams. Fees are paid when you schedule your exams through ProctorU.

Pricing per exam is as follows:

60 minutes or less - \$16 USD

61-120 minutes - \$25 USD (OA2050 is a two hour final exam)

121 - 180 minutes - \$31 USD

DELIVERY MODE(S):

Online - This type of course will be offered online. There are no set class times and students attend remotely and asynchronously. This is a paced online course, meaning there are weekly requirements that must be met.

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 the transferability of this course at the Alberta Transfer Guide main page [Transfer Alberta](#)

**** For courses with alpha (letter) grading, a 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 and Professionalism	5%
Social Media Client Project/Mimic Social Simulation	25%
Final Exam	30%

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	Chapter 4 Chapter 5	Simternship Round Two
5	Unit Test Chapters 1-5		Simternship Round Three
6	Marketing with X Marketing with Snapchat	Chapter 6 Chapter 7	Simternship Round Four
7	Marketing with Pinterest Marketing with LinkedIn	Chapter 8 Chapter 9	Simternship Round Five
8	Unit Test Chapters 6-9		Simternship Round Six
9	Marketing with YouTube Marketing with TikTok	Chapter 10 Chapter 11	Simternship Round Seven
10	Blogs, Vlogs, Podcasts, and Webinars Social Media Marketing Campaigns	Chapter 12 Chapter 13	Simternship Round Eight
11	FALL BREAK		
12	Influencer Marketing with Social Media Unit Test Chapters 10-14	Chapter 14	Simternship Round Nine
13	Employee Advocacy Social Media Policies and Crisis Response Plan	Chapter 15 Chapter 16	Simternship Round Ten
14	Social Selling Social Media Analytics and Measuring RO	Chapter 17 Chapter 18	Simternship Round Eleven
15	Final Exam Prep and Final Analysis/Recommendations		Simternship Round Twelve

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

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: [Student Rights and Responsibility Policy](#)

****Note:** all Academic and Administrative policies are available on the same page. [Policies Directory | Northwestern Polytechnic](#)

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 Stukent 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.

Additional Information:

USING PROCTORU:

This course uses ProctorU Live for online exams. To utilize this service, you are required to complete the following steps:

- Create a ProctorU account by clicking the ProctorU link in the course.
- Download and install the Guardian Web Browser, Google Chrome, and the ProctorU extension.
- Schedule each exam at least 3 days (72 hours) in advance. If you miss this deadline, you cannot take the exam.

- Pay for the proctoring service. The fees are exclusively your responsibility and in no event shall be the responsibility of Northwestern Polytechnic.

For more detailed instructions click [here](#), and for video instructions click [here](#).

Before each exam, you must complete a room scan with your web camera, during which you will show your surroundings to a live proctor.

The invigilator will ask to view (but not collect or store) your student identification to verify your identity and will remotely access your computer to unlock the exam.

When monitoring your actions via video streaming, the invigilator may possibly record your actions if they suspect academic integrity behavioural issues. You will be verbally notified if/when recording begins.

The collection of and access to the personal information listed above is permitted under subsection 33(c) of the Freedom of Information and Protection of Privacy Act, RSA 2000, c F-25, which states, "No personal information may be collected by or for a public body unless that information relates directly to and is necessary for an operating program or activity of the public body." In addition, subsection 39(4) states, "A public body may use personal information only to the extent necessary to enable the public body to carry out its purpose in a reasonable manner."

Records Retention: Any video records of you created by ProctorU will be kept by ProctorU for a maximum of 7 days in order to make a decision about any possible academic integrity infraction, after which time it shall be permanently deleted. All other personal information collected and stored by ProctorU within your profile account will be permanently deleted if the account has not been used after one year.

Consent to Store Personal Information Outside Canada

ProctorU is an American company. An agreement is in place between ProctorU and Northwestern Polytechnic by which ProctorU will take reasonable steps to protect your personal information from unauthorized access and disclosure. Information about how ProctorU protects your privacy can be found in their Privacy Policy.

By using the ProctorU service via Northwestern Polytechnic, you consent to the storage of and access to your personal information outside of Canada.

This consent is in effect from the day you register with ProctorU and expires one year after completion of your exam.

Additional privacy and liability information regarding the use of ProctorU is available on the NWP website.