Joe Barnes, Senior Instructor  
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COURSE DESCRIPTION  
This course will develop the students’ ability to effectively and successfully create and implement a social media marketing strategy, develop relevant and interesting content, and evaluate as well as measure its success. Intensive skill building will be placed on creating, applying, and integrating the appropriate social media tool that will enable marketers to build high-value relationships with their constituencies. The course will focus on key elements such as determining and matching social media tactics with the appropriate target market and developing strategies to engage those markets using relevant social media channels.

COURSE OVERVIEW  
The course will include assigned readings, your development of a social media marketing plan, periodic updates from Joe Barnes, a midterm check, and a final exam.

In this course, we will focus on content marketing to build relationships. Content marketing is a technique to create and distribute relevant content of value to attract and engage customers.

LEARNING OUTCOMES  
• Understand the role of social, digital, mobile media marketing in the context of integrated marketing.
• Understand the use of social/digital tools to capture, engage, and convert people into customers.
• Effectively analyze a given company’s marketing situation and objectives and effectively evaluate the role of social media in the company's marketing strategy.
• Create a social media marketing plan to engage the business or organization’s target market, given their social media behaviors.
• Build collaboration skills through participation in activities that prepare them for the real world social media environment.
• Understand the importance of trust and transparency in social media marketing.
• Learn about FTC disclosure guidelines for social/digital media and how to create a social media ethics policy.
• Learn how to evaluate the effectiveness of a social/digital media marketing plan.
• Demonstrate a basic understanding of the use of social media in marketing research

SOCIAL MEDIA MARKETING PROJECT  
You will develop a social media marketing plan for a local nonprofit, ideally one that is small to medium size, and one where your help could make a difference.
Your written plan needs to include:

- Title Page
- Table of Contents
- Business Introduction
- Business Marketing and Positioning Goals
- Social Media Marketing Objectives: Specific, measurable, achievable, relevant and time-bound.
- Target Audience with explanation as to why
- Channels and Tactics - Which platforms and why?
- Content Strategy including content calendar.
- Budget and Resources (Must be realistic for this business)
- Metrics: Measuring Success. How will you measure success, when, and why?
- Social Media Policy for your client
- Executive Summary
- References

PLEASE READ DAILY
Social Media Examiner: http://www.socialmediaexaminer.com
MediaPost.com http://www.socialmediaexaminer.com

REQUIRED

You will also be reading my book on Social Media Ethics, http://businessexpertpress.com/books/social-media-ethics-made-easy-how-comply-ftc-guidelines

Added Required Content and the Final Exam
Please go to the Hubspot academy (URL below) and select at least one of the courses. There are certification courses and short courses. These can augment your learnings in the course. https://academy.hubspot.com/courses?_ga=2.259156362.1627018512.1647552970-1426920315.1643839696&_gac=1.36947988.1647552970.EAIaIQobChMIi97fiY3O9gIvJhitBh13TgsOEAAYASAAEglOnvD_BwE&page=1

Examples of some of the courses:
- Inbound Marketing
- LinkedIn Marketing for Business
- Designing Effective Google Ads and Campaigns
- Digital Marketing
- How to Advertise on Instagram
- How to Build a Compelling, Competitive Strategy
- Business Analytics Course (includes storytelling)

Please email Joe Barnes during the first two weeks of class and let me know which course(s) you are taking. There will be a question on the midterm and final exam about the course(s) you take.
GRADING
95-100% = A
90-94.9% = A-
86.6-89.9% = B+
83.3-86.5% = B
80.0-83.2% = B-
76.6-79.9% = C+

COURSE EXPECTATIONS AND RESPONSIBILITIES
Please do not share papers and other work with Course Hero and do not use any content written by someone else from Course Hero, and other similar sites.

Academic integrity is expected in this class. Academic integrity means that you are expected to approach all assignments within the letter and the spirit of the class rules and the Seattle University Academic Integrity Policy.

These rules exist to maximize the learning experience for all students, preserve the integrity of the class, and to help you practice the high level of integrity expected from business professionals. If you have any doubt about whether anything related to this class meets the standards of integrity, you are expected to disclose the particulars of the situation fully to me.

Academic dishonesty, as defined by university policy, will not be tolerated in any form. If you observe instances of dishonesty, please report them to me immediately. University procedures will be used to investigate reported instances of dishonesty. Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The policy can be found at: http://www.seattleu.edu/regis/Policies/ If you are not sure whether a particular action is acceptable according to the Academic Honesty Policy, you should check with your instructor before engaging in it.

UNIVERSITY RESOURCES AND POLICIES
Academic Resources
- Library and Learning Commons (http://www.seattleu.edu/learningcommons/)
  (This includes Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)
- Academic Integrity Tutorial (found on Angel and SU Online)

Academic Policies on Registrar website (https://www.seattleu.edu/registrar/academics/)
- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy (only for those professional programs to which it applies)

Notice for students concerning Disabilities:
Seattle University values diverse types of learners and is committed to ensuring that each student is afforded an equal opportunity to participate in learning experiences. Disability Services (DS)
works with students with disabilities to provide reasonable accommodations to support their learning experiences.

Disabilities include “invisible disabilities,” such as a learning disability, a chronic health problem, or a mental health condition. This could include any long-term effects of Covid, even after recovery (“long-Covid”), if a health care provider determines it is a chronic health problem.

If you have, or suspect you may have, a disability that may interfere with your performance as a student in this course and have not yet been assessed by DS, please contact DS staff at DS@seattleu.edu or (206) 296-5140. Disability-based accommodations to course expectations can be made only through this process and must be approved by DS before implemented in a course. I am committed to working with you, so please consider meeting with me to discuss the logistics of implementing any accommodations approved by DS

**TITLE IX**

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct. Seattle U requires all faculty and staff to notify the University’s Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student. For more information, please visit [https://www.seattleu.edu/equity/](https://www.seattleu.edu/equity/). If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (email: oie@seattleu.edu; phone: 206.296.2824)

**ASSIGNED READINGS**

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<thead>
<tr>
<th>WEEK</th>
<th>DATES</th>
<th>CLASS TOPICS</th>
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<tbody>
<tr>
<td>WEEK 1</td>
<td>March 28- April 1</td>
<td>Textbook Readings:</td>
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<td>1. Introduction to Social Media: An Art and Science</td>
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<td>WEEK 2</td>
<td>April 4- April 8</td>
<td>Textbook Readings:</td>
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<td>2. Ethical and Legal Fundamentals of Social Media</td>
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<td>3. Personal and Professional Branding for Social Media</td>
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<td>4. Diversity, Equity, and Inclusion in Social Media</td>
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<td>WEEK 3</td>
<td>April 11- April 15</td>
<td>Textbook Readings:</td>
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<td>4. Diversity, Equity, and Inclusion in Social Media</td>
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<td>** Watch Bias in Marketing Video **</td>
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<td>WEEK 4</td>
<td>April 18- April 22</td>
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<td>6 Research in Social Media: Listening, Monitoring, and Analysis</td>
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<td>WEEK</td>
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<td>WEEK 5</td>
<td>April 25-</td>
<td>Textbook Readings:</td>
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<td>April 29</td>
<td>7. Strategic Planning for Social Media key components of a strategic plan.</td>
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<td>8. Influencer Marketing</td>
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<td>WEEK 6</td>
<td>May 2 to</td>
<td>Textbook Readings:</td>
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<td>May 6</td>
<td>9. Paid Media</td>
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<td>WEEK 7</td>
<td>May 9 to</td>
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<td>May 13</td>
<td>10. Strategic Writing for Social Media</td>
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<td>WEEK 8</td>
<td>May 16 to</td>
<td>Textbook Readings:</td>
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<td>May 20</td>
<td>11. Audience Segmentation and Analysis</td>
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<td>WEEK 9</td>
<td>May 23 to</td>
<td>Textbook Readings:</td>
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<td>May 27</td>
<td>12. Creating, Managing and Curating Content (Strategies, Tactics, and Key</td>
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<td>WEEK 10</td>
<td>May 30 to</td>
<td>Textbook Readings:</td>
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<td>June 3</td>
<td>13. Measurement, Evaluation, Budget and Calendar Considerations for Social</td>
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<td>WEEK 11</td>
<td>June 6 to</td>
<td>Textbook Readings:</td>
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<td>June 10</td>
<td>Read “Ethics Made Easy” by Joe Barnes Raffles, Contests, and Drawings PDF</td>
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