

**JAMESTOWN COMMUNITY COLLEGE**  
**State University of New York**

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**INSTITUTIONAL COURSE SYLLABUS**

**Course Title:** Introduction to Social Media Marketing

**Course Abbreviation and Number:** CMM 1700

**Credit Hours:** 4

**Course Type:** Lecture/Fieldwork

**Course Description:** Students will be introduced to foundational concepts in social media marketing and explore connections to strategic communication and public relations. In this course, students will gain hand-on experience with digital forms of communication and will learn to master a wide range of social media tools and platforms. Students will demonstrate proficiency in social media strategy, including; goal planning, audience analysis, content planning, specified social media tactics, and success evaluation. Most importantly, students will partner with a local business to develop a social media plan and then implement that plan throughout the semester. At the completion of this course, students will have the necessary knowledge and skill set to launch an effective social media campaign.

Prerequisite: ENG 1510.

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**Student Learning Outcomes:**

Students who demonstrate understanding can:

1. Demonstrate efficiency using key social media platforms.
  2. Develop social media goals, content, and tactics for a targeted social media campaign.
  3. Implement and assess a successful social media campaign for a small business.
  4. Explain the impact of social media as a key communication tool in a variety of contexts.
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**Topics Covered:**

- What is social media and how is it used for marketing purposes
    - Social media and strategic communication
    - Social media and public relations
  - Understanding social media platforms
  - Social media ethics
  - Developing a social media campaign
    - Audience analysis
    - Identifying goals
    - Developing audience personas
    - Message/content creation
  - Implementing a social media campaign
    - Interacting with the audience
    - Altering the plan
    - Assessing success
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**Information for Students**

- Expectations of Students
    - [Civility Statement](#)
    - [Student Responsibility Statement](#)
    - [Academic Integrity Statement](#)
  - [Accessibility Services](#)  
Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
  - [Get Help: JCC & Community Resources](#)
  - [Emergency Closing Procedures](#)
  - Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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  - Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
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**Effective Date:** Fall 2021