

Business Studies Division

1400 Tanyard Road, Sewell, NJ 08080

856-468-5000

# BUS 224: Social Media & Internet Marketing

Syllabus

Lecture Hours/Lab/Credits: 2/2/3

## Catalog Description

*Prerequisite: BUS 221 – Principles of Marketing*

The Social Media and Internet Marketing course provides students with an introduction to the current trends in Social Media and Internet Marketing; tools now commonly used in today’s fast paced business environment. This course will provide hands-on instruction on the use of social media, online marketing, social networking, and mobile marketing. Students will also learn to use search engine optimization, email marketing and performance analytics. All of these tools will position students to construct marketing plans that will increase a business for visibility and success in the marketplace.

## Textbook and Course Materials

It is the responsibility of the student to confirm with the bookstore and/or their instructor the textbook, handbook, and any other materials required for their specific course and section.

Click here to see current textbook prices at [rcgc.bncollege.com](http://www.rcgc.bncollege.com/).

## Evaluation Assessment

### Grading Distribution

Grading to be determined by individual instructors.

Individual instructors may include the following assessment(s):

* Exams
* Quizzes
* Terms Identification
* Essays
* Presentations
* Group Discussions
* Attendance and Participation

### Grading

The grading scale for each course and section will be determined by the instructor and distributed the first day of class.

### Rowan College of South Jersey Core Competencies

(Based on the NJCCC General Education Foundation - August 15, 2007; Revised 2011; Adopted 2014)

This comprehensive list reflects the core competencies that are essential for all RCSJ graduates; however, each program varies regarding competencies required for a specific degree. Critical thinking is embedded in all courses, while teamwork and personal skills are embedded in many courses.

1. Written and Oral Communication: Students will communicate effectively in both speech and writing.
2. Quantitative Knowledge and Skills: Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems
3. Scientific Knowledge and Reasoning: Students will use the scientific method of inquiry, through the acquisition of scientific knowledge.
4. Technological Competency: Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals
5. Society and Human Behavior: Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.
6. Humanistic Perspective: Students will analyze works in the fields of art, history, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language
7. Historical Perspective: Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.
8. Global and Cultural Awareness: Students will understand the importance of a global perspective and culturally diverse peoples.
9. Ethical Reasoning and Action: Students will understand ethical issues and situations.
10. Information Literacy: Students will address an information need by locating, evaluating, and effectively using information.

## BUS 224 Core Competencies

This course focuses on four of RCSJ’s Core Competencies:

* Technological Competency
* Global and Cultural Awareness
* Ethical Reasoning and Action
* Information Literacy

# Student Learning Outcomes: Social Media & Internet Marketing

| Successful completion of BUS 224 will help students | RCSJ Core Competency | Evaluation/Assessment  (Additional means of evaluation may be included by individual instructors) |
| --- | --- | --- |
| Demonstrate the use of commonly used Social Media/Internet Marketing tools such as Twitter, Facebook, YouTube, Email newsletters, Foursquare, Spotify, Linked In, blogs, and podcasts. | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam, Project Rubric |
| Explain the effects of Social Media on the way people work and live and the implications of Social Media for individuals and for the organizations. | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam  Project Rubric |
| Create accounts and postings using Social Media tools. | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam  Project Rubric |
| Craft effective communication graphics to use for Social Media tools. | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam  Project Rubric |
| Generate, publish and leverage marketing messages via Social Media. | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam  Project Rubric |
| Develop or adapt a marketing plan to include Social Media and Internet Marketing tools | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam  Project Rubric |
| Leverage Email marketing tools and fashion effective messages in 150 characters or less. | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam  Project Rubric |
| Design, implement, and measure the success of a Social Media Marketing Campaign which addresses the following issues:   * Who is the audience? * What are the campaign objectives? * How does this fit into the overall strategic plan of the organization? * What Social Media tools will be used and what tools should not be used? * What metrics will be used to measure the campaign? | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam  Project Rubric |
| Explain the national and global impact and issues caused by the proliferation of Social Media and Internet Marketing | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam  Project Rubric |
| Understand how search engines work and the impact of Social Media on search engine results. | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam  Project Rubric |
| Integrate Search Engine Optimization into marketing strategies to optimize a company’s visibility and marketing advantage. | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam  Project Rubric |
| Present a company online by fully utilizing the advantages and tools associated with Social Media and Internet Marketing. | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam  Project Rubric |
| Construct blogs, opinion pieces, and written collateral typically produced by a marketing professional which could be included in a company’s online presence. | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam  Project Rubric |
| Learn how to leverage B2B (business to business) Relationships to grow and expand your internet presence. | Technological Competency  Global and Cultural Awareness  Ethical Reasoning and Action  Information Literacy | Exam  Project Rubric |

# Topical Outline

* Social Media/Internet Marketing tools such as Twitter, Facebook, YouTube, Email newsletters, FourSquare, Spotify, Linked In, bloggs, and podcasts.
* Effects of Social Media on the way people work and live and the implications of Social Media for individuals and for the organizations.
* Creation of accounts and postings using Social Media tools.
* Effective communication graphics to use for Social Media tools.
* Marketing messages via Social Media.
* Marketing plan to include Social Media and Internet Marketing tools.
* Email marketing tools
* Design, implement, and measure the success of a Social Media Marketing
* Quantifying the impact of mobile communications technology
* National and Global impact caused by the proliferation of Social Media and Internet Marketing.
* Search engines and the impact of Social Media on search engine results.
* Search Engine Optimization use in marketing

# Affirmative Action Statement

The Board of Trustees is committed to providing an educational and workplace environment free from unlawful harassment and discrimination. All forms of employment and educational discrimination and harassment based upon race, creed, color, national origin, age, ancestry, nationality, marital or domestic partner or civil union status, sex, pregnancy, gender identity or expression, disability, liability for military service, affectional, or sexual orientation, atypical cellular or blood trait, genetic information (including refusal to submit to genetic testing) are prohibited and will not be tolerated.

For questions concerning discrimination contact Almarie J. Jones, Executive Director, Diversity and Equity, Affirmative Action/Title IX Officer at 856-415-2154 or [ajones@rcsj.edu](mailto:ajones@rcsj.edu). For disability issues, contact Dennis M. Cook, Director, Department of Special Services, ADAAA/504 Officer at 856-415-2265 or [dcook@rcsj.edu.](mailto:dcook@rcsj.edu.)

## Department of Special Services

The Department of Special Services, located in the Instructional Center, room 425A, welcomes students of all abilities. The staff members in Special Services are committed to providing support services and ensuring equal access to eligible students with documented disabilities as outlined by the Americans with Disabilities Act (ADA) and the Americans with Disabilities Act with Amendments Act (ADAAA).

To maximize the potential of eligible students who self-identify, the Special Services staff provides an array of support services which may include extra time for tests and quizzes, testing in a separate location, advisement, interpreters, scribes, tutors, assistive technology (such as magnification devices and audio amplification), touch screen computers, audio books and notetaking assistance.

As students embark on their academic journey, they are encouraged to meet with staff members to identify, develop and implement support services that are in accord with their individual academic needs. Students are also encouraged to make use of other college support services that are available to all RCSJ students currently enrolled in credited academic courses, such as tutoring services and the college library, which offer online information research and other materials needed to complement their studies.

Students registered with the Department of Special Services and who plan to earn an associate degree, further their education and transfer to a four-year institution, or enter the workforce, are encouraged to choose a corresponding program of study (college major) as soon as possible. The Special Services staff assists enrolled students with additional support that focuses on advancing students through their selected programs of study towards a goal of graduating.

Students who request academic support from the Department of Special Services can be assured that confidentiality will always be maintained. Accommodations are provided to address the special needs of individuals with disabilities under Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ADA) of 1990 together with the ADA Amendments Act of 2008 (ADAAA). Under these acts, the office advocates a user-friendly campus for accessibility and a learning-friendly campus for academic success. For more information or to schedule an appointment to meet Special Services staff, please call 856-415-2265 or click here for [RCSJ.edu/SpecialServices.](http://www.rcsj.edu/SpecialServices/gloucester)

## To Register with Special Services

Students must follow these steps:

* Complete and submit the Student Profile form. Click here for the [Student Profile Form](https://www.rcsj.edu/SpecialServices-site/Gloucester-site/Pages/Student-Profile-Form.aspx).
* Submit documentation detailing the student’s disability. Support services will not be granted without documentation specifying the student’s disability. Documentation should include the following information:
  + Diagnosis with written evaluation of current disability;
  + Date the student was diagnosed;
  + Tests used to reach diagnosis;
  + Credentials of the medical professional conducting evaluation
  + How the disability affects daily activities and/or academic performance.
* By clicking on the following links, students can download the [Special Education Records Release Form](https://www.rcsj.edu/SpecialServices-site/Gloucester-site/Pages/Special-Educations-Records-Release-Form.aspx) and/or Medical Release Form to present to their medical care professional.
* Contact the Special Services office to schedule a meeting with a staff member.
  + Students should schedule a meeting after submitting the [Student Profile Form](https://www.rcsj.edu/SpecialServices-site/Gloucester-site/Pages/Student-Profile-Form.aspx), proper documentation and completing the College’s placement test. (Click on [Special Accommodations for Placement Testing](https://www.rcsj.edu/SpecialServices-site/Gloucester-site/Pages/Placement-Testing.aspx) to determine whether student should arrange his/her placement test through the Special Services office or the general Testing Center.
  + During the meeting, the student and staff member will discuss his or her disability and determine eligible accommodations.

## Accommodations

Students who qualify for accommodations are encouraged to register with the Department of Special Services at RCSJ before they begin their academic career at Rowan College. This allows students to take advantage of any special accommodations and auxiliary aids that they might need and be eligible to receive.

* **Special accommodations** include but are not limited to extended time on tests, private test rooms to complete tests with the assistance of a reader or scribe, as well as a distraction-free test room.
* **Auxiliary aids**include but are not limited to note takers, tape recorders, large display calculators, interactive calculators, desktop magnifiers, large-screen computer monitors, touch-screen computer monitors, touch-screen laptop computers and JAWS® software. More information about adaptive technology can be found on the [technology](https://www.rcsj.edu/SpecialServices-site/Gloucester-site/Pages/Assistive-Technology.aspx) link. Students are responsible for identifying which accommodations and auxiliary aids they require for academic support.

## Confidentiality

Students who register with the Department of Special Services are assured that their information is kept confidential.

In addition, the student's transcript will not indicate that the he or she is registered with the Department of Special Services. The student's specific special need is not disclosed to the student's instructors. However, accommodation letters are sent to each of the student’s professors if the student needs testing accommodations or accommodations in the classroom. It is the student's choice whether or not to disclose the specifics of his or her special need.

**RCSJ – Gloucester – Main Campus**

**Reporting Allegations of Sexual Assault and Resource Referrals**

There are multiple safe places for students to report allegations of sexual assault, both on and off campus. You can report sexual assault to any of the following offices listed in the chart below. **rev. 8/2019**

All students are encouraged to report alleged crimes on campus. Crimes that pose a threat to the campus community must be reported to 9-1-1, Security, the Sheriff’s Office or the Deptford Township Police Department. All employees, including Security staff, must report incidents of discrimination, harassment or sexual misconduct to the Title IX Officer.

| **Service** | **Resource** | **Phone Number/Location/Website** |
| --- | --- | --- |
| **Non-Confidential**  **Reporting**  Local Law Enforcement | Gloucester County Sheriff’s Office  Deptford Township Police Dept.  Gloucester County  Prosecutor’s Office | **856-681-2200**  **856-845-2220**  **856-384-5500** |
| **Non-Confidential**  **Reporting**  **9-1-1** and  **Campus**  **Security** | **9-1-1** Gloucester County  Emergency Management Dispatch  Campus Security  **Blue Light Emergency Phones or text. 4444 from any campus desk phone** | **9-1-1 or push RED button on**  Campus **Blue** **Light** Emergency Phones  **856-681-6287** |
| **Non-Confidential** On-Campus  Reporting  Support Services | Almarie J. Jones  Special Assistant to the President  **Diversity and Equity/Title IX and Compliance**  John F. Ryder  Director  **Student and Veteran Affairs** | **856-415-2154**  **College Center, Room 116**  [**ajones@rcsj.edu**](mailto:ajones@rcsj.edu)  **856-468-5000, ext. 6456**  **College Center, room 202**  [**jryder@rcsj.edu**](mailto:jryder@rcsj.edu) |
| **Confidential**  On-Campus  Counseling and  Support Services | Lois Y. Lawson-Briddell, Ph.D.  MSW, LSW, Director  William Leonard, Ph.D.  Intervention Teams Consultant  **Counseling & Wellness Services Center**  Crystal Noboa, LSW, MSW  Director, The Center for  **People in Transition (PIT)**  Diane Mussoline, EdS, LMFT  **Director of Behavioral Services** | **856-464-5236** [**lbriddell@rcsj.edu**](mailto:lbriddell@rcsj.edu)  **College Center, Room 206**  **856-415-2119** [**wleonard@rcsj.edu**](mailto:wleonard@rcsj.edu)  **College Center, STEM Office C-168**  **856-415-2264 cnoboa@rcsj.edu**  **College Center (lower mezzanine)**  **856-494-5665 dmussoli@rcsj.edu**  **College Center, Room 200A** |
| **Confidential**  Non-Campus  Full-Service  Support | **Center for Family Services**  **Services Empowering**  **Rights of Victims (SERV)** | **1-866-295-SERV (7378)**  **Camden and Gloucester counties**  [**centerffs.org/serv**](https://www.centerffs.org/serv) |