



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.

Evaluation Assessment

Online Proctoring

All courses offered at RCSJ, whether they are web-enhanced, hybrid, or fully online, may include assessments that make use of Online Proctoring. To find out more about Online Proctoring, and to learn about the minimum technical requirements, visit

rcsj.edu/elearning/online-proctoring

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

Successful completion of BUS 224 will help students	RCSJ Core Competency	Evaluation/Assessment (Additional means of evaluation may be included by individual instructors)
<p>Design, implement, and measure the success of a Social Media Marketing Campaign which addresses the following issues:</p> <ul style="list-style-type: none"> • 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? 	<p>Technological Competency Global and Cultural Awareness Ethical Reasoning and Action Information Literacy</p>	<p>Exam Project Rubric</p>
<p>Explain the national and global impact and issues caused by the proliferation of Social Media and Internet Marketing</p>	<p>Technological Competency Global and Cultural Awareness Ethical Reasoning and Action Information Literacy</p>	<p>Exam Project Rubric</p>
<p>Understand how search engines work and the impact of Social Media on search engine results.</p>	<p>Technological Competency Global and Cultural Awareness Ethical Reasoning and Action Information Literacy</p>	<p>Exam Project Rubric</p>
<p>Integrate Search Engine Optimization into marketing strategies to optimize a company's visibility and marketing advantage.</p>	<p>Technological Competency Global and Cultural Awareness Ethical Reasoning and Action Information Literacy</p>	<p>Exam Project Rubric</p>
<p>Present a company online by fully utilizing the advantages and tools associated with Social Media and Internet Marketing.</p>	<p>Technological Competency Global and Cultural Awareness Ethical Reasoning and Action Information Literacy</p>	<p>Exam Project Rubric</p>
<p>Construct blogs, opinion pieces, and written collateral typically produced by a marketing professional which could be included in a company's online presence.</p>	<p>Technological Competency Global and Cultural Awareness Ethical Reasoning and Action Information Literacy</p>	<p>Exam Project Rubric</p>

Successful completion of BUS 224 will help students	RCSJ Core Competency	Evaluation/Assessment (Additional means of evaluation may be included by individual instructors)
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, blogs, 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 a work and academic environment that maintains and promotes affirmative action and equal opportunity for all employees and students without discrimination on the basis of certain enumerated and protected categories. These categories are race, creed (religion), color, national origin, nationality, ancestry, age, sex (including pregnancy and sexual harassment), marital status, domestic partnership or civil union status, affectional or sexual orientation, gender identity or expression, atypical hereditary cellular or blood trait, genetic information, liability for military service, or mental or physical disability, including AIDS and HIV related illnesses.

For questions concerning discrimination, contact Almarie J. Jones, Special Assistant to the President, Diversity and Equity/Title IX and Compliance, 856-415-2154 or ajones@rcsj.edu or (Cumberland) Nathaniel Alridge, Jr., JD, Director, Diversity and Equity/Title IX and Judicial Affairs, 856-691-8600, ext. 1414 or nalridge@rcsj.edu. For disability issues or any barriers in the learning or physical environment related to a document condition/disability please contact: Gloucester campus – Dennis M. Cook, Director, Department of Special Services, ADA/504 Officer at 856-415-2265 or dcook@rcsj.edu; or Cumberland Campus – Meredith Vicente, Senior Director, Physical & Learning Disabilities, Center for Academic & Student Success (CASS) at 856-691-6900 ext. 1282 or mvicent1@rcsj.edu

Department of Special Services

The Department of Special Services is located in the Instructional Center, room 425A. The Special Services Department is 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. If you are an eligible student with a documented disability please visit our website at RCSJ.edu/SpecialServices or call the office at 856-415-2265 or 856-415-2247 to speak to the Assistant Director Carol Weinhardt, cweinhar@rcsj.edu.

Reporting Allegations of Sexual Assault and Resource Referrals (8/2020) Gloucester Campus

There are multiple safe places for students to report allegations of sexual assault, both on and off campus. Reports of sexual assault can be made to any of the following offices listed in the chart below.

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 Co. Prosecutor's Office Sexual Assault Response Team	856-681-2200 856-845-2220 856-384-5500 856-384-5555
Non-Confidential Reporting 9-1-1 and Campus Security	9-1-1 Gloucester County Emergency Management Dispatch Campus Security Blue Light Emergency Phones OR ext. 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 856-468-5000, ext. 6456 College Center, room 202 jryder@rcsj.edu
Confidential On-Campus Counseling and Support Services	Lois Y. Lawson-Bridgell, Ph.D. MSW, LSW, Director Counseling & Wellness Services Center William Leonard, Ph.D. Intervention Teams Consultant Crystal Noboa, LSW, MSW Director, The Center for People in Transition (PIT) Diane Mussoline, EdS, LMFT Director of Behavioral Services	856-464-5236 l Lawsonb@rcsj.edu College Center, Room 206 856-415-2119 wleonard@rcsj.edu wleonard@rcsj.edu College Center, STEM Office C-168 856-415-2264 cnoboa@rcsj.edu Workforce Development Bldg., room 809 856-494-5665 dmussoli@rcsj.edu College Center, Room 200A
Confidential Off-Campus Full-Service Support	Center for Family Services/ Services Empowering Rights of Victims (SERV)	1-866-295-7378 Camden and Gloucester counties centerffs.org/serv
Hospitals with Sexual Assault Nurse Examiners	Inspira Medical Center Jefferson Washington Township Hospital	700 Mullica Hill Rd. Mullica Hill, NJ · 856-508-1000 435 Hurffville-Crosskeys Rd., Turnersville, NJ · 856-582-2500