

Nashville State Community College

Business, Management and Hospitality Division

BUSN 2389 – Social Media Marketing

Updated Fall 2022

Course Title: BUSN 2389 Social Media Marketing Credits: 3

Course Description:

Explains, defines, illustrates, and applies the ways in which businesses can maximize their marketing efforts through the integration of social media with current marketing strategies. Covers salient methods of using social media networks and utilizes case studies to demonstrate what value and relationships look like on social media and what works. Finally, students get on various advertising platforms for social media and learn how to use them. Prerequisite(s): None

Name:

Email:

Office Phone:

Office Location:

Office Hours:

Required Textbook(s) & Other Materials:

Textbook(s):

- Required: *Essentials of Social Media Marketing* (Custom) by Michelle Charello

Please purchase the digital textbook via the Campus bookstore.

Once enrolled, all students should verify that they have the correct textbook and materials information by consulting the D2L/NS Online shell for the course. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or accesscenter@nscc.edu.

Course Outcomes:

This is a 7 week course, and covers two chapters each week. It is important to stay on schedule. If you fall behind, please reach out to your instructor.

Upon successful completion of this course, students should be able to:

- Create groups and segments, send direct messages, add friends, find friends, tag people, upload their location, chat in groups, share content, and use privacy controls
- Determine value and see what relationships look like on social media.
- Observe what works and what does not work—and why it does not work.
- Segment and create audiences, write engaging copy, set up landing pages, track ads, and measure results.

Topics to Be Covered:

- Social Media Advertising and Selling
- Social Media Policies and Crisis Response Plan
- Developing Your Personal Brand
- Social Media Marketing Strategies
- Marketing with Social Media Sites
- Social Media Marketing Campaigns

Course Assessments:

The following performance assessments will be used to demonstrate students' understanding, knowledge, and skills:

Assessment	Points
Discussion	5
Case Studies	100
Blog Assignment	30
Participation	5
Midterm	30
Final	30
Possible Points	200

Participation

Class participation consists of completing the homework assignments, answering and asking questions, turning in assignments on time, participating in any discussions or group projects.

Homework

Throughout the semester, you may be given homework assignments including, but not limited to:

- Chapter readings and quizzes.
- Discussion Posts
- Case Studies
- Midterm and Final Exam

Blog Assignment

Students will be responsible for writing a blog on any topic of your choosing. Topics can include digital marketing, social media marketing, a personal story, advice, or topic of your choice.

Blog posts typically are

- Written in first person
- A collection of thoughts or expertise on a variety of topics
- Inclusive of links, pictures, videos
- Accessible online for free for the public
- Searchable in search engines
- Updated frequently
- Open for reader engagement through comments, likes and shares

Students blog posts should

- be 600-1,000 words in length
- have a compelling title
- use relevant keywords, images and hyperlinks
- be original, well-crafted and well-informed

Midterm

Multiple Choice Exam with 40 questions. Take this test AT HOME. No Testing Center required.

Final Exam

- Multiple Choice exam with 50 questions. Take this test AT HOME. No Testing Center Required.

Grading Policy:

Assignments must be turned in on time to receive full credit. Late work can only receive full credit in special circumstances (i.e. illness, or family emergencies). If you anticipate not meeting a deadline, please contact the instructor as soon as possible via email.

Attendance Policy:

Students are expected to log in to D2L on a weekly basis. The student is responsible for all assigned work in the course regardless of excused or unexcused absences.

Grading Scale:

Letter Grade	Percentage Range
A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	Under 60%

FA

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the “Last Day to Earn F for Attendance (FA).” Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F.

For online courses, attendance is defined by submission of assignments. Students who fail a course and whose last assignment is submitted on or before the FA date (will earn an FA for the course. Students who fail a course and whose last assignment is submitted after the FA date will earn an F for the course. An FN is assigned to students who do not submit any assignments.

According to NSCC policy, if a student fails a course, but has not officially withdrawn from the course, and her/his last date of attendance is before the last date to withdraw (*use date appropriate to your section*), the student will receive a grade of FA (i.e., “Failure for Attendance Reasons”).

FN

An FN is awarded to students who never attended class.

Technology Statement

Nashville State's classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells. Computers are available for student use at each campus during campus open hours.

D2L/NS Online and myNSCC

It is students' responsibility to check D2L/NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels.

D2L/NS Online contains specific course information and myNSCC contains information important for other purposes.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act (ADA). If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail accesscenter@nsc.edu. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center.

Classroom Misconduct

Nashville State Community College has a zero-tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please review the [Nashville State Student Code of Conduct policy](#). Please be aware that children are not allowed in class or to be left unattended on campus.

Academic Misconduct

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the [Academic Misconduct Policy](#) in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an “F” or a “zero” for the exercise, paper, or examination, or to assign an “F” for the course. Students may appeal through the appropriate college grade appeal procedures.

Academic Early Alert System

Nashville State Community College uses an Early Alert System to let students know of a faculty member’s concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student’s academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

RAVE Emergency Alert System

Emergency events can happen at any time and Nashville State Community College wants to be able to notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at <https://www.getrave.com/login/nsc> to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your password, select “Forgot your password?” and a new password will be emailed to you. Should the RAVE system indicate “user not found”, select Register and create your own RAVE account.

Inclement Weather & Campus Closings

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nsc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations. Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

Class Cancellation Policy

If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS