

Social Media for Marketing to Business

MAR 155-201 Fall 2021

3 Credits

Online

Instructor Information

Instructor's Name

Adam Shelffo

Instructor's Phone

303-797-5899

Instructor's Location/Office Hours

Church Street Building (CSB) Room 3015 and Mondays and Wednesdays from 8:30-10:00 AM and from 11:15-12:15 PM

Instructor's email

Adam.shelffo@arapahoe.edu

Course Information

Course Description:

Focuses on the use of social media as a business strategy and how to match strategy with the goals of the business. This course compares social media marketing with traditional marketing and explores online best practices to further business goals.

Prerequisite(s) or Corequisite(s)

None

Student Learning Outcomes:

1. Distinguish the role social media marketing plays in business.
2. Evaluate the importance of strategizing use and implementation of social media.
3. Define a target market and apply appropriate social media for that market.
4. Compare and use the top five most common social media platforms.
5. Assess the legal and ethical ramifications of using social media as a marketing tool and defend the decision to use them.
6. Appraise the importance of content marketing.
7. Select different options and apply best practices for content development.
8. Develop a personal social media branding and content strategy and implement that strategy across the five most common social media platforms

Textbook(s), Title, Author, Publisher, and ISBN Number

Essentials of Social Media Marketing & Mimic Social Bundle Stukent and

ISBN: 978-0-9996302-4-2

Required Materials

- Required: “Essentials of Social Media Marketing,” by Michelle Charello
- Required: Mimic Social (social media marketing simulation)
- Good internet connection
- Able to create and/or view Social Media Websites and Platforms
- Able to use Yuja and other video software to upload videos to the discussion board and links to videos.
- Use Microsoft Office products such as: Microsoft Word, PowerPoint and Excel to submit and read files. (Students are given free access to these programs through MyACC and clicking on the icon Office365).

Obtaining digital copies of “Essentials of Social Media Marketing and “Mimic Social ”on this [Course Link](#). License keys may also be available for purchase from the bookstore, but the cheapest way to purchase the material is buying direct from stukent.com. Watch for the email, and check your spam folder in case it somehow goes there.

Strong Internet connection and using either a desktop, laptop or tablet. Hard to complete homework assignment with just a cell phone. Also, have updated web browser and have more than one browser.

Minimum Computer Requirements

To complete this course, you will need regular access to a computer from which you can get to the internet and use email. To ensure that your course functions correctly, you must run the System Check. System Check is a CRITICAL STEP, and taking the time to do it now will eliminate a tremendous amount of frustration for you later. To run the System Check, select System Check on on the Global Homepage navigation bar.

Census Date (date to drop with a refund):

October 4, 2021

Students who find that they cannot continue a class should Withdraw via the myACC portal before the withdraw date listed below.

Withdraw date (date to withdraw with a "W"):

October 21, 2021

Student Requirements during COVID-19:

- Before you come to campus:

- Review the [ACC Wellbeing & Safety Protocol](#)
- Take your temperature before leaving home; if over 100.4°F, do not come to campus
- Assess if you are symptomatic; if so, do not come to campus
- Bring an appropriate personal mask to wear that covers both your nose and mouth
- Refer to [ACC's COVID-19 response webpage](#) for the latest information and resources
- While on campus, you must:
 - Wear an appropriate mask when in the building
 - Practice proper social distancing (6 feet spacing and no more than 50% occupancy)
 - Wash your hands regularly
 - Wipe down desk and computer spaces with sanitizing supplies before and after each use
 - Report any changes in your health to your faculty/instructor
- If you do not feel well, become symptomatic, test positive, or are exposed to someone who has tested positive:
 - Stay home and do not come to campus
 - Contact your physician or local health department
 - Contact your faculty/instructor as soon as possible to report your change in health
 - Report your positive test or exposure to someone who has tested positive using the online [Student Exposure Form](#)
 - Contact the Dean of Students office at 303.797.5730

Instructional/Course Expectations during COVID-19:

Your professor aims to deliver the content in the modality published in the schedule. However, as ACC receives and follows the guidance from the [Governor's Office and appropriate health organizations](#), we may need to adjust/adapt the teaching modality to ensure the safety and well-being of our students and employees.

Students not feeling well, experiencing symptoms of COVID-19, or exposed to COVID-19 are expected to stay home and contact their physician or local health department. Please notify your professor as soon as possible about your health concern. Communication with your professor is essential to ensure you are not penalized for your absence and to create a plan for the completion of missed course material and assignments.

Please remember: students are expected to follow the published COVID-19 requirements. Failure to do so is considered a violation of the [Student Code of Conduct](#)

and can result in removal from the building or course, and other disciplinary actions outlined in the Student Code of Conduct and [Student Handbook](#).

We appreciate your flexibility and patience, and we look forward to supporting you in meeting your academic goals.

Statement of Academic Integrity

ACC is committed to academic honesty and scholarly integrity. The College can best function and accomplish its mission in an atmosphere of the highest ethical standards. All members of the College community are expected and encouraged to contribute to such an environment by observing all accepted principles of academic honesty. Academic dishonesty includes but is not limited to plagiarism, cheating, fabrication, grade tampering, misuse of computers and other electronic technology, and facilitating academic dishonesty. Those found in violation may be subject to academic consequences **up to and including failure for the course and** potential disciplinary sanctions under the Disciplinary Procedure ([SP4-30](#)). Students can find more information about the ACC Student Code of Conduct: Rights and Responsibilities Procedure ([AP4-30a](#)) or by contacting the Dean of Students Office at 303.797.5730, room M2720, or acc.dos@arapahoe.edu.

Accommodations Statement

ACC provides accommodations to qualified students with disabilities. To request an academic accommodation, please contact [Disability Access Services](#) in room M2720, disability.access@arapahoe.edu, or 303.797.5730.

Online Course Evaluations

As this course nears completion, you will have the opportunity to complete a confidential evaluation of the class online. You will get Login instructions in your 'student.cccs.edu' email address. Your feedback is essential and ensures that ACC continues to offer quality instruction that meets your needs. Please take time to complete the survey – I appreciate your feedback.

Safety Statement

The safety and security of all our students, faculty, staff, and visitors are of the utmost importance to the Campus Police Department. We rely on each of you to be an additional set of ears and eyes to help maintain campus safety. Please be diligent in your efforts to report suspicious or unusual behavior or circumstances to the Campus Police Department. Trust your instincts. When something does not look, seem, or feel right, tell someone. The Campus Police contact information is 303.797.5800 or Room M2600. For non-emergency concerns, please complete the online [Refer a Concern](#) form found on the college website. For emergencies, call 911.

Discussion, Inclusiveness, and Student Behavior

This classroom is a safe space for learning and is an academic environment; you should expect to have your ideas, work, and arguments respectfully challenged. Our population is a variety of students with a great diversity of beliefs, and the class must be respectful of all members.

Mandatory Reporting Statement

This statement is available under [Helpful Links](#) inside D2L on the global homepage.

Email Communication:

- Electronic correspondence from ACC employees will go to your student email account *only*. When you activate your account, you can forward emails to an email account that you already have.
- To activate your student email account, go to the [ACC Website](#), log into **myACC**.
- On the top left-hand corner, click on the Student Email icon.
- A new window will pop up as Microsoft Outlook Web App.
- If you need technical support, please call the 24/7 toll-free technical support hotline at 1.888.800.9198.

Grading

Summary of Grading	Points	Percent
Introduction Discussion	10 bonus points	
10 Other Discussions 30 points each	300 points	30%
16 quizzes over 16 chapters that we cover in the eBook	160 points	16%
8 Rounds of Simulations 20 points per posting rounds and 10 points per analysis	240 points	24%
10 Assignments as the relate to the material from the chapter readings	240 points	24%
Final Short Answer Exam over Course Learning Outcomes (CLO)	60 points	6%
TOTAL	1,000	100%

Grading Scale

Letter Grade	Total Points	Percent
A	895-1000	89.5 to 100%
B	795-894	79.5 to 89.4%

C	695-794	69.5 to 79.4%
D	595-694	59.5 to 69.4%
F	0-594	0 to 59.4%

Required Projects and Papers

The expectation is that you will actively engage in all discussions, complete all exams, simulations, assignments/case studies and final write up.

Number of Examinations

There are four examinations in the course that relate directly to information from our eBook that overlap with concepts and topics within discussions, assignments, simulations and correspond to course learning outcomes (See above).

Make-up Policy

There is no make up for discussions, exams, or simulations. **Most** assignments could be made up within the week of their posted deadline for up to 80%, regardless of the reason.

Examination Retake Policy

There are no makeups of examinations and will be able to take them online with no time limit, but within the timeframe outlined in the course schedule, but usually a week.

Attendance Policy

Students are responsible for posted deadlines for initial discussion posts, responses to others, quizzes, simulations, assignment, and final exam deadlines.

Contact Information for Learning Support Services

One significant benefit of being an ACC student is the number of free services available to help you on your road to success. ACC provides a wealth of resources designed to make your time here exceptional. Please take advantage of all the ways we can help you move mountains.

Academic Advising

advising@arapahoe.edu

Littleton Campus Room M2010, 303.797.5664

Parker Campus Front Desk, 303.734.4822

Sturm Collaboration Campus Front Desk, 303.660.3160

Academic Support Center

(professional tutoring, peer tutoring, and peer mentoring)

Littleton Campus Room M1650, 303-797-5669

Bookstore

0249mgr@fhcg.follett.com

Littleton Campus Room M1200, 303.797.5676

Website: [ACC Bookstore](#)

Career & Transfer Center

careers@arapahoe.edu

Littleton Campus Room M2025, 303.797.5805

Parker Campus Front Desk (for information about availability), 303.734.4822

Sturm Collaboration Campus Front Desk (for information about availability),
303.660.3160

Disability Access Service

disability.access@arapahoe.edu

[Littleton Campus Room M2720](#), 303.797.5730

eLearning

(D2L training and support)

elearning@arapahoe.edu

Littleton Campus Room M1710, 303.797.5080

Library

librarians@arapahoe.edu

Littleton Campus Room M2500, 303.797.5090 Website: [ACC Library](#)

Math Support Lab

acc.mathsupportcenter@arapahoe.edu

Littleton Campus Room M2850, 303.797.5258

Parker Campus Front Desk (for information about availability), 303.734.4822

Sturm Collaboration Campus Front Desk (for information about availability),
303.660.3160

Open Computer Lab

Littleton Campus Room M1650, 303-797-5907

Parker Campus Room 123, 303.734.4822

Sturm Collaboration Campus Front Desk (for information about availability),
303.660.3160

Technical Support (on-campus)

(on-campus wifi help, classroom computer support)

helpdesk@arapahoe.edu

Littleton Campus Room M1010, 303-797-5700, extension 1283199

Parker Campus Front Desk, 303.734.4822
Sturm Collaboration Campus Front Desk, 303.660.3160

Testing Center

testingcenter@arapahoe.edu

Littleton Campus Room M2280, 303-797-5993
Parker Campus Front Desk, 303.734.4822
Sturm Collaboration Campus Front Desk, 303.660.3160

Writing Center

writingcenter@arapahoe.edu

Littleton Campus Room M2500 (located in the Library), 303.797.5893.
Parker Campus Front Desk (for information about availability), 303.734.4822
Sturm Collaboration Campus Front Desk (for details about availability), 303.660.3160

24/7 Helpdesk

1.888.800.9198