

CMPR6206 - Social Media Strategy

Course Outline – Online

Description:

This course provides insight into why organizations should use social media and how to effectively implement social strategies. You will learn to integrate, execute, and evaluate social media tools as integral components of your organization's overall marketing communications plans. Over four weeks, the course will prepare you to create content and social strategies to leverage social and digital technologies to help you shape the conversation, build loyalty, and attract new customers and partners.

Course Goals:

- Understanding the benefits and value of social media for organizations
- Discover ways to create and curate content for social media that engage and convert
- Social media strategy planning to impact organizational goals

Course Objectives: At the completion of this course, the student will be able to:

- Define and assess social media applications to achieve organizational goals
- Develop a strategy plan to implement appropriate social media tactics
- Creating social content to build trust, influence and engagement
- Navigate the social media waters and be able to make informed decisions as to appropriate tactics and strategies to align with company goals
- Measure and report results for future social media implementation

Evaluation: This is a graded course where a complete or incomplete will be issued. Evaluation will be based on participation and completion of the course assignment.

A student must:

- Receive four participation points. A Participation Point (1) is awarded for:
 - attending a live session
 - submitting a forum post
- Complete the final assignment

Due Dates for Assignment and Forums

Week One: Forum Post	Social Media Stars
Week Two: Forum Post	Social Media Opportunities
Week Three: Forum Post	Compelling Content
Final Assignment	Social Media Strategy

PLEASE NOTE: Completing all three forum posts and attending all the live sessions is strongly encouraged.

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on “Scholastic Offences” in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University’s code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

How often will the instructor communicate with me?

Communication with students in the course is available at any time needed – it is encouraged that students participate via live sessions, through the forum, and via email.

Policy on Late Assignments:

If an assignment will be late, it will still be accepted until the end of the course; however, it may be marked without comments or feedback. No assignments will be accepted after the final due date of the final project – this includes the final project.

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Western Digital Badge

If you have met the course requirements for this Western approved [micro-credential](#), you will receive an email from [MyCreds](#) to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor’s written permission will be subject to the late assignment policy. It is the student’s responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

<p>Week 1</p>	<p>Why Social Matters</p> <ul style="list-style-type: none"> • Reviewing the major social channels • Identifying how social media is changing. • Evaluating the role social media plays in both communications and marketing • Establishing a social voice to complement the brand personality
<p>Week 2</p>	<p>Goals, Audience and Platforms</p> <ul style="list-style-type: none"> • Start building your social strategy • Identifying social media KPIs based on your business goals and objectives. • Defining your audience and creating a buyer persona • Exploring the differences between the main social platforms
<p>Week 3</p>	<p>Building a Content Strategy</p> <ul style="list-style-type: none"> • Creating content that resonates with the audience • Planning content strategically • Incorporating video and movement into your strategy to capture attention
<p>Week 4</p>	<p>Community Management, Measuring and Reporting</p> <ul style="list-style-type: none"> • Creating strategies for listening and responding on social • Evaluating and reviewing your efforts on social • Developing a plan to deal with negative comments