

Chaminade University of Honolulu
COM360 Social Media Communication
2020 Spring/Winter Semester

Professor:

Daniel Skaf

M.F.A. Film & Television Production

B.A. International Cultural Studies, Communication Emphasis

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Book:

Essentials of Social Media Marketing by Michelle Charello

Online book version only

Course Description:

Social Media Marketing is the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers. Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly-defined audiences.

Unfortunately, today many companies are not preparing for the future of social. It's not that businesses aren't trying; many of them have Facebook, Twitter, LinkedIn or Instagram accounts established. They are present and disseminating content on those platforms, but they do not have a proper social media marketing plan in place. It is not enough for students today who will enter the workforce to just be equipped with general theories and knowledge when it comes to social media marketing. Students will need to know how to utilize new and constantly updated social media marketing strategies for businesses.

Course Objectives:

At the end of the term students will learn:

- How to implement a successful content strategy for Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn and YouTube.
- How social media has disrupted traditional marketing
- The benefits of and why social media marketing is important
- How to develop their personal brands
- How to create a social media marketing strategy
- Creating and optimizing business profiles on each social network
- Implementing a social media content strategy on each social network
- The benefits of and how to market with blogs, vlogs, podcasts and webinars
- How to launch a social media marketing campaign
- How to create a social media influencer marketing strategy

Class Schedule

Please check Canvas for specific dates, deadlines and points for each assignment

Week 1

- Introduction Assignment
- Course Description and Objectives Assignment
- “People You May Know” film assignment

Week 2

- Read Ch. 1 Introduction to Social Media Marketing
- Social Media as a Marketing Disrupter assignment
- Digital Marketing Trifecta assignment
- Quiz 1

Week 3

- Read Ch. 2 Developing Your Personal Brand
- Your Personal Brand assignment
- Ch. 2 Class Discussion assignment
- Quiz 2

Week 4

- Read Ch. 3 Social Media Marketing Strategy
- Social Media Audit assignment
- Ch. 3 Class Discussion assignment
- Quiz 3

Week 5

- Read Ch. 4 Marketing with Facebook
- Facebook Benefits for Businesses Assignment
- Ch. 4 Class Discussion assignment
- Quiz 4

Week 6

- Read Ch. 5 Marketing with Instagram
- Instagram Content Strategy assignment
- Ch. 5 Class Discussion assignment
- Quiz 5

Week 7

- Read Ch. 6 marketing with Twitter
- Twitter Content Strategy assignment
- Ch. 6 Class Discussion

Week 8

- Read Ch. 7 Marketing with Snapchat
- Snapchat Content Strategy assignment
- Ch. 7 Class Discussion assignment
- Quiz 6

Week 9

- Reach Ch. 8 Marketing with Pinterest
- Pinterest Content Strategy assignment
- Ch. 8 Class Discussion assignment
- Quiz 8

Week 10

- Reach Ch. 9 Marketing with LinkedIn
- Create Your Personal LinkedIn Profile assignment
- Ch. 9 Class Discussion assignment
- Quiz 9

Week 11

- Read Ch. 10 Marketing with YouTube
- YouTube Content Strategy assignment
- Ch. 10 Class Discussion assignment
- Quiz 10

Week 12

- Reac Ch. 11 Blogs, Vlogs, Podcasts and Webinars
- Create a Blog assignment
- Ch. 11 Class Discussion assignment
- Quiz 11

Week 13

- Read Ch. 12 Social Media Marketing Campaign
- Final Project Part 1: Create a Social Media Campaign assignment
- Ch. 12 Class Discussion assignment
- Quiz 12

Week 14

- Read Ch. 13 Influencer Marketing with Social media
- Final Project Part 2: Campaign Goals, Idea, Type, Audience & Influencer assignment
- Quiz 13

Week 15

- Read Ch. 16 Social Media Advertising
- Read Ch. 17 Social Selling
- Final Project Part 3: Select 3 Social Media Platforms assignment
- Quiz 14
- Quiz 15

Week 16

- Final Project Part 4: Social Media Content Calendar assignment

Late Assignments:

- If you are late, 20% of your assignment grade will be deducted.
- If you are late for 1 week or more, 30% of your assignment grade will be deducted.
- When you are late, you'll automatically receive a "0" for the assignment. Once the project is submitted, the "0" grade will be updated with the new deducted grade.
- All late work is accepted until the last day of the semester.

Plagiarism:

All assignments should be original work done by the student for this class. Use of work that is not credited to the original source, or use of someone else's speech or written material is a serious academic offence and will not be tolerated. Communication Department policy requires that, on first offence, plagiarized assignments will be given a grade of zero and one full letter will reduce the student's final course grade. A second offence will result in automatic failure of the class. Refer to the Chained Student Handbook (p.91) for the complete university policy regarding plagiarism and academic honesty.

Disability Access:

If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon as possible so that we can ensure your full participation in class and fair assessment of your work. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from the Counseling Center by the end of week three of the class, in order for instructors to plan accordingly. If a student would like to determine if they meet the criteria for accommodations, they should contact the Counseling Center at (808) 735-4845 for further information.

Title IX Compliance:

Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. Should you want to speak to a confidential source you may contact the following the Chained Counseling Center| 808 735-4845. Chaminade University complies with federal laws regarding Title IX non-discriminatory policies. For more information, go to page 3 of the Chaminade Undergraduate catalog, found here:
https://www.chaminade.edu/sites/default/files/document/2016/2016-2017_undergraduate_catalog.pdf

[\(Links to an external site.\)](#)

Marianist and Pacific Hawaiian Values:

This class represents one component of your education at Chaminade University of Honolulu. An education in the Marianist Tradition is marked by five principles and you should take every opportunity possible to reflect upon the role of these characteristics in your education and development:

1. Education for formation in faith
2. Provide an integral, quality education
3. Educate in family spirit
4. Educate for service, justice and peace
5. Educate for adaptation and change

Native Hawaiian Values

Education is an integral value in both Marianist and Native Hawaiian culture. Both recognize the transformative effect of a well-rounded, value-centered education on society, particularly in seeking justice for the marginalized, the forgotten, and the oppressed, always with an eye toward God (Ke Akua). This is reflected in the 'Ōlelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Ōlelo No'eau 364) May I live by God
2. Provide an Integral, Quality Education (Na'auao) Lawe i ka ma'alea a kū'ono'ono ('Ōlelo No'eau 1957) Acquire skill and make it deep
3. Educate in Family Spirit ('Ohana) 'Ike aku, 'ike mai, kōkua aku kōkua mai; pela iho la ka nohana 'ohana ('Ōlelo No'eau 1200) Recognize others, be recognized, help others, be helped; such is a family relationship

4. Educate for Service, Justice and Peace (Aloha) Ka lama kū o ka no‘eau (‘Ōlelo No‘eau 1430) Education is the standing torch of wisdom
5. Educate for Adaptation and Change (Aina) ‘A‘ohe pau ka ‘ike i ka hālau ho‘okahi (‘Ōlelo No‘eau 203) All knowledge is not taught in the same school

Academic Conduct Policy:

From the 2018-2019 Undergraduate Academic Catalog (p. 42):

Any community must have a set of rules and standards of conduct by which it operates. At Chaminade, these standards are outlined so as to reflect both the Catholic, Marianist values of the institution and to honor and respect students as responsible adults. All alleged violations of the community standards are handled through an established student conduct process, outlined in the Student Handbook, and operated within the guidelines set to honor both students’ rights and campus values.

Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University’s jurisdiction from the time of their admission until their enrollment has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website.

For further information, please refer to the Student Handbook:

<https://studentaffairs.chaminade.edu/wp-content/uploads/sites/28/2018-19-NEW-STUDENT-HANDBOOK.pdf>

[\(Links to an external site.\)](#)

Technical Assistance for Canvas Users:

- Search for help on specific topics at instructure.com
- Contact the Chaminade IT Helpdesk for technical issues: helpdesk@chaminade.edu, or call (808) 735-4855

Grading Scale:

Letter grades are given in all courses except those conducted on a credit/no credit basis. Grades are calculated from the student's daily work, class participation, quizzes, tests, term papers, reports and the final examination. They are interpreted as follows:

- A, 90% to 100%
 - Outstanding scholarship and an unusual degree of intellectual initiative
- B, 80% to 89%
 - Superior work done in a consistent and intellectual manner
- C, 70% to 79%
 - Average grade indicating a competent grasp of subject matter
- D, 60% to 69%
 - Inferior work of the lowest passing grade, not satisfactory for fulfillment of prerequisite course work
- F, 0 to 59%
 - Failed to grasp the minimum subject matter; no credit given