

Social Media Marketing

MMC Project Group | Autumn 2019

Instructor Information

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Session Hours and Location

Wednesdays 3:10 - 4:10 Morrill Tower

Course Description

This course will teach you the basics of social media marketing. We will go over what social media marketing is, different types of campaigns, different platforms and many other topics. You will learn how to create posts for a company or product and positively advertise them on social media platforms.

Materials

You will need a phone or iPad with the social media apps we are going to learn about downloaded onto them.

Attendance and Participation

Arrive ready and on time every week. Missing a class will result in point deduction, if there is an emergency please contact me so that we can work something out. I expect participation in the discussions we will have during our workshop as well. STEP credit is based on attendance of the class, you should still do the assignments to get a better understanding of the class.

Assignments

Assignments are to be turned into the google drive folder that will be shared with you. Please label the document names with your first and last name and turn them into the correct homework folder.

Grading

Attendance/Participation: 5 points per class, 35 points total

Homework: 6 points, 30 points total

Final Project: 35 points

Total: 100 points

8/28:

Goals:

- Go over the syllabus/introductions
- Define what social media marketing is, why companies use it and popular social media used for advertising
- Activity: Discuss what social media the class uses the most and the types of ads seen on them

Homework:

- Create or choose a company/product that you would like to create a campaign for. Write 1-2 paragraphs about what you want to advertise, why you're advertising them and what your goal is.

9/4:

Goals:

- Discuss homework assignment
- Slide show on different types of social media campaigns
- Activity: In groups or as a class discuss the best type of campaign for a certain product/brand

Homework:

- Find a brand that interests you and write one to two paragraphs on the type of campaigns that they commonly use and whether or not you think that they are successful/what campaigns you might implement

9/11:

Goals:

- Discuss homework assignment
- Slide show on different social media platforms
 - In between different sites we will talk about what you think is good and bad/ the appeals of each
- Activity: In groups choose a product/company and explain what platforms would be good or bad for them to use.
- If there is extra time we will see what different types of ads appear on each platform/ analytics slide show

Homework

- Create an instagram post for your campaign to be uploaded to this project groups instagram page. Text the picture or video you want to post along with the caption to me before the start of class on 9/18. Please include your name when you text me as well.

9/18:

Goals:

- Discuss homework assignment
- Analytics Slide Show

Homework:

- Create another post for you social media campaign it can be any platform (i.e. Instagram, Twitter, Facebook, etc) This one should have a different focus from the last one that you sent in.

9/25:

Goals:

- Discuss homework assignment
- Slide show/ demo on different websites that can be used to create social media posts
- Activity: As a class we will create a post about MMC using one of the websites from the presentation

Homework:

- Use one of the sites from the presentation and create a post for your campaign, it can be for any platform, and can be any type of advertisement (photo, infographic, flyer, etc...)

10/2:

Goals:

- Slide show on companies/ people that are succeeding in social media marketing and why
- Discuss the strategies they used that we talked about in previous classes
- Activity: Go over could be better captions and change them to be a better advertisement
- Go over final project/example

Final Project:

- Create a social media campaign for your own product/company or an existing product/company. Include the goal of your campaign, 2 different posts you would upload, the platform that you are going to use, and why you chose that platform

10/8:

Goals:

- Present final projects
- If there is extra time we will discuss the importance of how we present ourselves on social media