

Tuesday, January 21, 2025 to Monday, May 5, 2025

Course: 52:630:363:90 *Social Media Marketing*

Lecturer: **Jennifer Araten-Castillo:** Social Media, Business Communications, Principles of Marketing, and Public Speaking Professor, Corporate Trainer. Former director of marketing for Vonage; former TV broadcast journalist for Comcast, WHYY, NBC & FOX affiliates; print journalist.

Contact: Email with questions/concerns anytime:
Canvas email system (preferred) – Inbox me or
jaraten@camden.rutgers.edu
Please address me as Professor Araten-Castillo
I will respond to all emails within 48 hours Mon-Fri, although usually sooner.
Office Hours: By Appointment via Zoom
Post course related content on our class X feed: [#SpringSMMRC](#)

COURSE DESCRIPTION:

In this course, students will learn how to plan and implement effective social media marketing campaigns. Using a mix of theoretical and practical exercises, students will learn to use social media as a versatile marketing tool. Objectives include learning principles that provide a deeper understanding of social media and tactics to engage customers through paid, owned, and earned social media. The course introduces social media metrics and discusses how to evaluate the effectiveness of social media activity. Students will also gain hands-on experience executing a social media campaign.

Prerequisite: 52:630:201.

COURSE OBJECTIVES: This course will introduce you to the concepts and application of social media marketing. Much of what you will learn in this class can be utilized in your personal, academic, and professional online presence and social network. **We will accomplish this by exploring the following:**

- Understanding the role of social media marketing, its history, and best practices.
- Analyzing how social media is harnessed to reach consumers.
- Discussing the variety of social media platforms, their applications, and measuring marketing success.
- Preparing a social media marketing strategy.

- Identifying and discussing social media marketing examples involving: word of mouth theory, online communities, and crowdsourcing.

Special note: Canvas is used in managing class material, announcements/updates, assignments, resources, etc. Whenever anything is added to the Canvas course site, you are notified by email. It is your responsibility to check your email regularly for any updates you may receive. NOTE: The email you have supplied to Rutgers-Camden is the email where you will receive notifications about this class. Check your Canvas inbox as this is the preferred email communication method.

Text Material:

The text is required for this course and you will need it to complete assignments.
Essentials of Social Media Marketing by Charello 2024



To purchase the text:

Watch this video and make sure you purchase the correct text above.

[How to purchase and create Stukent account for Essentials of Social Media Marketing](#)

Note: If you are having financial issues and/or are waiting for student loans or scholarships to be available, please contact support@stukent.com and they will assist with making course materials available to you right away.

Please bookmark both Canvas and Stukent to complete all assignments in this course.

Refer to Canvas for the schedule of coursework.

HOW TO SUCCEED IN THIS COURSE:

The material presented in class provides the essential backbone of the course. You are expected to:

- Read all text material assigned for each class
- Start early each week, work ahead, and DO NOT procrastinate
- Follow instructions in all assignments
- Follow instructor's guideline for gaining feedback when applicable
- Start assignments early and submit them on time
- Consult/meet with the professor immediately when you need help
- If an online tool is used (Canvas, Stukent) ensure that you can access and use it appropriately.

How You Earn Your Final Grade:

Chapter Quizzes	35%
Discussions/Writing Assignments	25%
Expert Sessions	20%
Social Media Marketing Plan	20%
<i>Total</i>	<i>100%</i>

Grading Methodology: [100-90 = A; 89-86 = B+; 85-80 = B; etc.

ASSESSMENTS:

Tests/Quizzes: See Test modules for details

Expert Sessions: View expert sessions to complete accompanying quizzes. This valuable expert sessions provide real-world experience.

Assignments: there will be short-task writing assignments throughout the semester.

Discussion Board Activity: You can expect discussion board assignments in most modules. Discussions may involve any combination of prepared materials, journal articles, textbook readings, mini-cases, problems, videos, or other resources. Grading rubrics are available in Canvas (in the Module: Rubrics)

Final SMM Plan: The Social Media Marketing plan is the culmination of your course learning and will demonstrate the application of the lessons learned.

CLASSROOM POLICIES:

Exam, Quizzes, Assignment Make-up Policy:

Make-up Work Policy: If, for a university-approved reason, you cannot complete a quiz, assignment, or exam during the scheduled time, you must give me written

notice via email (jaraten@camden.rutgers.edu) at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (e.g., emergency hospitalization), contact me as soon as possible after the missed work and provide written documentation. The ability to make up work for non-university approved reasons is not guaranteed. The professor reserves the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

Late Work Policy: All work must be completed and uploaded to Canvas by the specified due date (with the exception of a university-approved, documented, and professor or Dean of Students verified reason; see Make-up Work Policy above). Any work submitted after the due date and time will receive a reduction of one full letter grade for each day that it is late.

Incompletes: "Incompletes" will only be given through prior consultation, under extreme circumstances, and when completion of the course requirements in question would substantially improve your grade. In the rare event when an "incomplete" is given, you must submit all of the agreed-upon work to me by the Rutgers registrar deadline to avoid the "incomplete" converting to an "F": <https://registrar.camden.rutgers.edu/gradeinstruction#incomplete>.

COMMUNICATION and USE OF CANVAS:

CANVAS:

I prefer that you use the Canvas inbox to email me. Canvas is the learning management system used for this course. Posted will be the syllabus, resources, Power Point slides, announcements, guides, etc. To access this system, go to <http://canvas.rutgers.edu> log in, and click on the course in the dashboard. For technical support 833-648-4357 or help@camden.rutgers.edu.

EMAIL - USE YOUR RUTGERS EMAIL ADDRESS:

All communications to students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary.

Not checking your Rutgers email is not an excuse for missing any communications.

- **Students can only receive emails @rutgers.edu or @scarletmail.rutgers.edu.**

Students who report not receiving messages from your class mailing list should visit <https://netid.rutgers.edu>, click on "Manage Email Addresses", and make sure that they have their ScarletMail account set as a delivery address and a <some name>@rutgers.edu address set as their officially advertised Rutgers email address.

Course Module (Weekly) Overview: Each module will have associated assignments – written, discussion posts, and quizzes. *Subject to Change*

<i>Module 1</i>	Ch. 1 Introduction to Social Media Marketing
<i>Module 2</i>	Ch. 2 Developing Your Personal Brand
<i>Module 3</i>	Ch. 3 Social Media Marketing Strategy and Social Media Advertising
<i>Module 4</i>	Ch. 4 Marketing with Facebook Ch. 5 Marketing with Instagram
<i>Module 5</i>	Ch. 6 Marketing with X Ch. 7 Marketing with Snapchat
<i>Module 6</i>	Ch. 8 Marketing with Pinterest Ch. 9 Marketing with LinkedIn
<i>Module 7</i>	Ch. 10 Marketing with YouTube Ch. 11 Marketing with TikTok
<i>Module 8</i>	Ch. 12 Blogs, Vlogs, Podcasts, and Webinars Ch. 13 Social Media Marketing Campaigns
<i>Module 9</i>	Spring Break
<i>Module 10</i>	Ch. 14 Influencer Marketing with Social Media
<i>Module 11</i>	Ch. 15 Employee Advocacy
<i>Module 12</i>	Ch. 16 Social Media Policies and Crisis Response Plan
<i>Module 13</i>	Ch. 17 Social Selling
<i>Module 14</i>	Ch. 18 Social Media Analytics and Measuring ROI
<i>Module 15</i>	Social Media Marketing Plan

Teaching Style and Student Participation:

Because of the nature of this course, you must be committed to active engagement each week. *You must log in to Canvas multiple times each week and participate in discussions and activities.* Failure to do so will result in serious grade deductions.

This course is relevant in the way people not only communicate but the way businesses reach and interact with their consumers.

Much of what you take and learn from this class will be applied in many different ways over the course of your career. Therefore, while the course is instructor-facilitated, both the instructor and students share business and other real-world experiences in relation to the course material. Students are required to contribute to these discussions by sharing information gained from assigned readings/exercises as well as from business experiences.

This class is an engaging learning experience.

You will be actively involved in class discussions, activities and exercises involving social media. Accordingly, you must prepare for each class by reviewing/doing all assigned work. *Your participation is critical.*

Etiquette expectations from online students:

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. (*In general, you should treat others as you would like others to treat yourself. Be mindful that what is acceptable in a text or chatroom with friends may not be appropriate in a classroom or in an online conversation with an instructor.*)

Even though many of you are already aware of these protocols, they are explicitly stated here so that everyone is cognizant of the same protocols. These protocols should be followed by all students taking this course to help ensure the online experiences for everyone involved are pleasant. They are as follows:

- If you were to send an e-mail to the professor / tutor, please address the person appropriately such as "Dr." or "Mr./Ms.", not 'Hey'. Note that I will address you with your first name, unless you prefer that I address you differently.
- When sending an e-mail, you can get better attention by using the following guidelines:
 - use descriptive subject lines, (I am sure you have received a lot of Spam e-mails and I have occasionally and accidentally deleted student e-mails that I thought was Spam.)

- please be as brief as possible by going straight to the point, and if possible, limit the use of attachments

Never send offensive and insulting messages:

(this is a violation of the Student Code of Conduct). If you disagree, say so and state your reasons. Social media is a very powerful tool for communication. However, it can be badly misused if it is not used correctly or professionally. For example, you may have personal and legitimate concerns with this course. However, other students, who do not have similar feelings, can be negatively influenced by your concerns. This will unnecessarily and negatively affect their overall experience of the course. Therefore, to minimize such an occurrence, please feel free to directly contact the instructor/tutor first to resolve any concerns that you may have to help ensure that everyone's online experience of this course is beneficial.

- Always guard against inciting others when it comes to content, opinions, etc. That is, avoid blaming or accusing others of wrong doing.
- Do not start a volley of back-and-forth e-mails, with copies distributed to every student in the class.
- Copy the minimum number of people. That is, send e-mails to only the people you think should receive and will benefit from it.
- Treat all e-mails and postings as permanent forms of written record and do not expect that any your e-mail communications to be private, unless stated otherwise. Instead, assume that all e-mail communications are public.
- Do not publicize your own or others' personal information (such as email, phone numbers, last names, etc.)

Acceptable and Unacceptable Use of AI

The use of generative AI tools (e.g. ChatGPT, Dall-e, etc.) is permitted in this course for the following activities:

- *Brainstorming and refining your ideas;*
- *Fine tuning your research questions;*
- *Finding information on your topic;*
- *Drafting an outline to organize your thoughts; and*
- *Checking grammar and style.*

*The use of generative AI tools is **not** permitted in this course for the following activities:*

- *Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you or content that you put into a Zoom chat.*
- *Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool.*
- *Writing a draft of a writing assignment.*
- *Writing entire sentences, paragraphs, or papers to complete class assignments.*

*You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty. Any assignment that is found to have used generative AI tools in unauthorized ways based on guidelines in this syllabus, will be subject to report of a violation of Academic Integrity and thus the appropriate adjudication. **When in doubt about permitted usage, please ask for clarification.***

Throughout this course you are encouraged to study together and assist each other in many ways. However, the individual writing assignments and exams must clearly demonstrate individual achievement. Rutgers affirms that: *"Academic integrity is essential to the success of the educational enterprise and breaches of academic integrity constitute serious offenses against the academic community. Every member of that community bears a responsibility for ensuring that the highest standards of academic integrity are upheld.... Individual faculty members are...responsible for informing students of the particular expectations regarding academic integrity within individual courses.... Students are responsible for understanding the principles of academic integrity fully and abiding by them in all their work at the University."* (<http://academicintegrity.rutgers.edu/>).

Cheating, plagiarism, or any other violation of academic integrity will result in a zero on the assignment and could result in a failing grade in the course. Instances of academic dishonesty will be reported to the University and also could result in suspension. The University's policies regarding academic integrity are available at: <http://academicintegrity.rutgers.edu/>.

KEY DATES SPRING Semester 2025:

Spring Semester 2025 classes begin
Last day to withdraw with a "W"
Last day of classes
Final Exam period

Tuesday, January 21st
Wednesday, April 21st
Monday, May 5th
Thursday, May 8th -
Wednesday, May 14th
