

SYLLABUS FOR COM 2445-01 SOCIAL MEDIA

PROFESSOR: Dr. Hernan Bucheli
650.281.9067
hmbucheli@gmail.com
Office hours by appointment

CLASS DATES: Fall 2017

*****FULLY ONLINE*****

REQUIRED TEXT:

1. Likeable Social Media, Revised and Expanded 2nd edition. Available eTextbook and hardcover. ISBN:0071836322 or ISBN-13: 9780071836326. Authors: Dave Kerpen, Carrie Kerpen, Mallorie Rosenbluth, Meg Riedinger

2. Get a USB drive to store & read the [Invisible Selling Machine](#). This is a required read and will be interwoven throughout the weekly assignments.

COURSE OBJECTIVES: Upon successful completion of the course, the student will know how to:

1. In this class you will learn to leverage create and implement highly successful social media marketing campaigns.
2. You will learn “Social Selling” tactics that will allow you to increase sales and drive online web traffic.
3. Use social media to discover and cultivate leads for small business & entrepreneurs
4. Use social networking to intentionally tap into new markets
5. Enhance a company’s relationships with their customers
6. Earn the loyalty of customers by demonstrating a company’s expertise
7. Be able to create custom images for clients within client’s branding guidelines
8. Be able to write social media posts using best practices

COURSE REQUIREMENTS

In this class, you will be expected to do the following:

EVALUATION

TWO GROUP PROJECT: 15 points each (30 points total)

1. You will form groups of 3-5 people, and I will expect each of you to contribute from the perspective of being an owner of a business, social media consultant or researcher. **Talk among yourselves as peers who are entrepreneurs.** While this is ‘behind the scenes’ and could easily be skipped, it is a key element to your learning in this class.
2. Therefore, every question/assignment, unless explicitly stated is designed to get you to think of how to apply the information you are learning to increase sales and drive revenue for your business.
3. **IMPORTANT:** If there is any concern about someone’s contribution to the group project make sure to have 3 documented/failed attempts before approaching the instructor. After this, the instructor will follow up to assess participation level. Be courteous to each other and communicate together regularly. Please don’t make Professor Lowry babysit you.

CLASS PARTICIPATION: 15 points

1. You are also expected to check regularly and participate in the online conversations **using NDNU’s Moodle Learning Management System. One post and two responses to other students posts are required.** Please make an effort strong effort here. Again one post from you and two comments would be bare minimum.
2. Please submit **INDIVIDUAL HOMEWORK** assignments in the NDNU Moodle page.

INDIVIDUAL EVALUATION

INDIVIDUAL HOMEWORK: 20 points

There will be weekly homework, assignments, which Dr. Bucheli will assign via email and NDNU's Moodle LMS.

Research paper: 20 points

Final: 15 points

Grading:

95 – 100	A	77 – 79	C+	60 – 63	D-
90 – 94	A-	74 – 76	C	Below 60	F
87 – 89	B+	70 – 73	C-		
84 – 86	B	67 – 69	D+		
80 – 83	B-	64 – 66	D		

