

Syllabus, Social Media - SMU CAPE Digital Marketing Certificate Program

Digital Branding and Communication - Spring 2018

Instructor:	Steve Lee, APR
Class time:	6-9p, Mondays
Location:	SMU Main Campus, Umphrey Lee Center, Room 228
E-mail address:	srlee@smu.edu or slee@qsigroup.com
Cell Phone:	214-789-4488
Availability:	Immediately after each class or by appointment, call or email

***Please note, a laptop or tablet computer with wireless connection is recommended for this class.**

Course Purpose:

This course covers the waterfront of digital communications, from the physical structure of the networks and infrastructure driving web services to the specific uses of each social media network and system. Participants will explore how websites are planned and organized and learn the strategic importance of web organization and functionality. Search Engine Optimization (SEO) and the meaning of various web/email/social statistics are covered. Practical techniques for communicating via email. All of the current major social media networks and services are detailed along with the strategic and tactical uses of each network. Emphasis is put on the strategic uses of each digital element. Finally, why and how digital plans benefit the organization is discussed.

Learning Outcomes: (Upon successful completion of this course, students will be able to:)

- Plan and organize website development projects
- Explain general email rules and regulations and best practices for permission-based email services
- Explain how blogs are created and detail the workings of blogging systems
- Understand web and email statistical elements
- Understand basics of SEO and how to enhance Google page ranking
- Describe each of the major social media networks and systems and the strengths and key uses of each
- Write blog posts and social media pushes
- Understand and employ Content Marketing techniques and prioritize content ROI
- Understand the elements of and write a Digital Communications Plan
- For the digital comm planning function, define objectives, identify target audiences, and select proper channels

Lecture Presentations

We established a website at socpro.qsigroup.com where you can access the lecture presentations in .pdf form each week before class. You can download, for annotation, or print, for note taking, the deck before class.

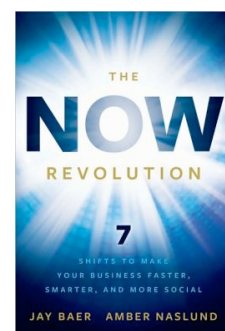
Attendance:

While attendance is not mandatory for every class, missing classes could significantly affect your ability to pass the online test. Passing this test is required to receive a certificate.

Recommended Course Text:

The NOW Revolution, 1st Edition, by Jay Baer and Amber Naslund

We recommend you purchase an eBook version of this text.



Recommended Media Consumption:

Professional communicators must be aware of every-day current events in order to be their most successful and to avoid social media blunders.

- Read online versions of the Wall Street Journal, BBC, Google News and Dallas Morning News.
- Regularly monitor and watch stories on BBC World and listen to KRLD and National Public Radio.
- Avoid news on Facebook, Twitter, MSNBC, New York Times, CNN (tied to repeated fake/false news)

Blogging and Social Media Networks:

Establishing a personal Wordpress blog (free at Wordpress.com), styling it and posting to it and pushing updates on social media networks is highly recommended. You must use blogs and social media to become familiar and comfortable with them. We recommend you have accounts with complete profiles in LinkedIn, Twitter, Pinterest, Facebook, Instagram, Snapchat, YouTube, a Google account and Google+ page and a personal Wordpress blog.

Tweeting

To get a sense of what to tweet regarding social media and digital communications, search #socpro, #socom and #digcom on Twitter or follow Twitter.com/smusocpro, Twitter.com/smusocom.

Then, begin tweeting at least once a week using the hashtag **#socpro** (stands for “social pro”) so all in the class can see what you tweet. The more you tweet, the more comfortable it all becomes.

Class Participation:

Learning is not a destination, but a journey comprised of many steps over time, in class and in life. The learnings in this class do not come about all at once but are actually the result of the compound addition of many individual lessons. Class discussion is vital and reveals many important things not found in the book or lectures. **You cannot participate in the class if you are not present**, physically and mentally, and the rest of the class cannot benefit from your knowledge and experience if you are not actively participating.

Severe Weather Policy:

Should severe weather occur in the North Texas area and SMU cancels classes at the Dallas campus then this class will be canceled as well. In that event, we may attempt to conduct class online in a webinar style presentation.

Assignments:

There are no specific assignments required in this class, but if you prefer I will be happy to give you writing assignments and grade them, offering you feedback on your work.

Tests:

There will be an online test in this class which you must pass to receive credit and your certificate. Instructions will be given in class.

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