



SFSU College of Extended Learning

835 Market Street, 6th Floor, San Francisco, CA 94103

SMM 9540

Effective Social Media Campaigns

Syllabus

Course Schedule

Wednesdays 6:00 - 9:00 PM

October 18 - November 8, 2017

Instructor

Irene Koehler

Course Introduction/Course Description

In this course, you'll learn the essentials for planning and executing a social media campaigns that supports your social media strategy and goals.

Student Learning Outcomes:

- Understand the role of social media campaigns in an overall social media strategy
- Identify factors that contribute to social media failures
- Use various tools to understand your audience – for an audience-centric campaign plan
- Establish an editorial calendar for each platform, with content tailored to the different platforms
- Develop a social media campaign that you can put into action or use as a guide for future planning

Grading Criteria

Students earn credit based on a combination of full attendance, active participation, and completion of all assignments at a satisfactory level. Students who fail to meet those criteria will receive a no-credit. See below for the incomplete coursework policy.

Class Schedule

(Subject to change)

Agenda - Class 1

6:00pm: Roll call and introductions

6:30pm: *Activity/exercise: campaign case studies*

6:55pm: *Class discussion: share case study assessments with class*

7:15pm: *Interactive lecture: deep dive into audience, theme, goal/objective, timeframe, messages, and resources*

7:30pm: Break

7:45pm: *Continue lecture*

8:45pm: *Homework & class project overview: design a social media campaign*

9:00pm: Adjourn

Agenda - Class 2

6:00pm: Roll call/set up

6:15pm: Interactive lecture: deep dive into understanding the major tools, when/how to use them

7:30pm: Break

7:45pm: Continue lecture

8:15pm Activity/exercise: class project—flesh out audience, theme, goal/objective, timeframe, messages, and resources

8:45pm: Class discussion: share ideas/questions about the class project thus far

9:00pm: Adjourn

Agenda - Class 3

6:00pm: Roll call/setup

6:15pm: Interactive lecture: continue deep dive into understanding the major tools, when/how to use them

6:45pm: Interactive lecture: deep dive into components and unleashing your inner creativity

7:15pm: Interactive lecture: measuring success and continuing the momentum

7:45pm: Break

8:00pm: : Activity/exercise: class project—finalizing your campaign brief

8:45pm: Class discussion: share ideas/questions about the class project thus far

9:00pm: Adjourn

Agenda - Class 4

6:00pm: Roll call/setup

6:05pm: Student presentations

7:30pm: Break

7:45: Student presentations

8:50: Final Q&A & course evaluations

9:00: Adjourn

Required Reading and/or Materials

Course materials are available at <http://irenekoehler.com/sfsu>

Password: sfsuclass

Attendance Policy

Professional development courses at San Francisco State Extended Learning involve hands-on learning, including in-class discussions, activities, and presentations. Therefore, to complete this course successfully, full attendance is required at all sessions. If you absolutely must miss any hours of a class due to an emergency, please contact both your instructor and program director (rwc@sfsu.edu) to determine next steps, which may

include third-party documentation, such as a doctor's note, make-up of all work and assignments, and/or alternate arrangements.

Incomplete Coursework

Requesting an Incomplete grade may be possible, but there are strict University policies around this option; please see "Incomplete Authorized (I) Grade" at http://bulletin.sfsu.edu/gator/grading/Grading_Gators_and_Systems. Also, see <http://www.cel.sfsu.edu/register/grades.cfm>.

Dropping a Course

Students should be aware of SFSU Drop/Refund guidelines available at <http://cel.sfsu.edu/register/dropsrefunds.cfm>. To drop a course, students must submit a College of Extended Learning add/drop form in person or call 415.405.7700 (option 5).

Students with Disabilities

Students with disabilities who need reasonable accommodations are encouraged to contact the instructor and program director (rwc@sfsu.edu). The Disability Programs and Resource Center is available to facilitate the reasonable accommodations process. The DPRC, located in SSB 110, can be reached by telephone at 3382472 (voice/TTY) or by email at dprc@sfsu.edu.

Emergency Evacuations

Students are responsible for studying the emergency exit maps posted in their classroom and for complying with direction from faculty and staff during emergency evacuations, whether drills or actual.