

# BRIGHTON COLLEGE

*Business Division*

Program: Advanced Business Management

Instructor: Rina Liddle

*Schedule for:*

BAF310

Online Marketing & Social Media

\*This schedule is subject to change at the discretion of the instructor.

<b>Day</b>	<b>Material Covered</b>	<b>Text Ref</b>	<b>Assignments &amp; Readings</b>	<b>Due Date</b>
1 Mon	Role of Social Media: Engagement, Lead Capture and SEO What are your goals?		Imaginary Company Profile build Wordpress site	Day 1
2 Tues	Planning for Social Media: Who is your audience? What are your goals? What is your call to action? Blogging: Words and images		Unique Selling Proposition Craft a call to action for your company. Start your blog, Correct an image, provide the before and after on your first blog page. Write a story	Day 2
3 Wed	Newsletters		Open Mailchimp account, Build a template and fill with blog content	Day 5
4 Thurs	Overview of Social Media Platforms, Facebook Profile		Open Facebook Account (if you don't already have one)	5 Day
5 Fri	Facebook for Brands, engagement, edge rank and metrics		Build a Facebook Page and Event Page	
6 Mon	Twitter Fundamentals Linkedin Fundamentals		Open Twitter account and Follow 2000 people. Open a Linkedin account and connect with 20 contacts	Day 11
7 Tues	Simple video production		make a short video, 2 minutes.	Day 9
8 Wed	Youtube Optimization		Open a Youtube account, upload and optimize your video	Day 10
9 Thurs	Geo tagging platforms		Open a Foursquare account	Day 10

10 Fri	work on your video			
11 Mon	Image-based platforms		Open a Pinterest or Dudepins account	Day 11
12 Tues	Creating Viral Loops: Squeeze Pages		Create a squeeze page	day 13
13 Wed	Facebook Ads		Create a FB ad	day 14
14 Thurs	Reviews Hootsuite and other third party scheduling Aps		Write a review	day 14
15 Fri	How to integrate Social Media into your Work Culture and Corporate Compliance Google Analytics Video presentations			

**Grading Criteria:** The grading breakdown for the course is as follows:

Participation	20%
Project Presentation	10%
Course work	70%
Total	100%

**\*\*\*Students must earn at least a 60% to pass the course.**

**Class Rules:** Speak in English at all times in the school phone while you are in class when the teacher is speaking courtesy and mutual respect in speaking activities than 5 minutes late for the class, do not come in

Turn off your cell  
Do not speak  
Show common  
If you are more

**Attendance:** If a student is late three days, that will be counted as on absent. **If a student is absent for more than 20% of the days, s/he cannot pass the course.** If there is a legitimate reason to miss a class, **speak to the instructor beforehand** and explain the situation.

**Homework/Assignments/Classroom Participation:**

Classroom participation is required and expected. This includes handing in homework on time and completing all assignments. If there is a legitimate

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reason for handing in a piece of homework or an assignment late, **speak to an instructor beforehand.**