

Brief Program Description

This course will provide students with the essential principles, methods and skills of being a Marketer using Social Media tools. Particular attention will be given to the creation of a website with various Social Media tools for the management of user content.

**Career Occupation*
(if applicable)**

N/A

Admission Requirements

Domestic Students:

- *Completion of Grade 10 or equivalent or mature student status 18 years or older.*

International Students:

- *Completion of high school or equivalent or mature student status 18 years or older.*
- *English language proficiency established by one of the following: TOEFL (IBT) 64, IELTS 5, pass VGC admission test with minimum score of 70%, achieve VGC's level 5 ESL program, and/or complete VGC's admission interview.*

Learning Objectives

Upon completion of this program the successful student will have reliably demonstrated the ability to:

- *Summarize the essential core components of a typical business plan.*
- *Build a website with specific content. Instructor will provide a list of acceptable content.*
- *Build a Social Media policy that will be implemented on the website.*
- *Select, describe and demonstrate Social Media tools.*
- *Demonstrate basic strategic planning for marketing a website.*
- *Describe traditional marketing concepts.*
- *Describe marketing concepts for websites and the use of Social Media tools.*
- *Describe social media user preferences.*
- *Explain operational processes for managing the social media content.*
- *Integrate Facebook™, Twitter™, Instagram™, LinkedIn™ and YouTube™ to their website.*
- *Demonstrate a completed website with marketing oriented social media tools in a final presentation.*

Method(s) of Evaluation

Daily Presentation: 4 x 5% 20%

Participation: 10 x 2%	20%
Final Presentation: 1 x 40%	40%
Attendance: 1 x 20%	20%
TOTAL	100%

Completion Requirements *Students must attend 80% of the course and have 70% on all assignments/projects to pass the course*

Program Duration *37 hours, 2 weeks*

Homework Hours *15 hours*

Delivery Method(s) *Indicate how the program is delivered*
 In-class instruction
 Distance education
 Combined delivery (both in-class and distance)

Required course materials *Numerous handouts at the discretion of the instructor and digital distribution of the lecture notes and slides.*

Program Organization

Titles of the subjects in this program in the order they are provided and the hours of instruction allotted to each.

Title of Course/Work Experience Component *	# of Hours*
Understanding the risks, threats, and opportunities in social media	7
Social Media Psychology: Understanding the User	7
Social Media Platforms and their use in Business	7
Developing and Applying a Social Media Marketing Strategy	13
Presenting and Critiquing a Social Media Strategy	3
Total Hours	37