

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:

- Complete high school.
- Pass an admissions interview.

International Students:

- *Complete high school or be a mature student of 18 years and older.*
- *Reach an IELTS 5.5 (academic) or TOEFL 70 or equivalent or achieve a VGC Level 6 Upper Intermediate or pass the VGC placement test.*
- Pass an admissions 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*	<i>Daily Presentation: 4 x 5%</i>	<i>20%</i>
	<i>Participation: 10 x 2%</i>	<i>20%</i>
	<i>Final Presentation: 1 x 40%</i>	<i>40%</i>
	<i>Attendance: 1 x 20%</i>	<i>20%</i>
	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.*

Equipment: This is optional, but Students may find it useful to have a Laptop or Notebook, Microsoft Office 2013 (minimum), WiFi and Internet ready.

Program Organization*

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