

**\*Disclaimer:** This is a sample course outline and is subject to change. Official course outlines will vary depending on delivery format and instructor\*

## Territory Acknowledgement

We acknowledge and respect the lək'wəḡən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W SÁNEĆ peoples whose historical relationships with the land continue to this day.

# BMBA 450: Social Media Marketing

## Course Description

This course introduces students to essential concepts and practical skills in social media marketing. It explores strategies and platforms that are important for business growth in today's digital landscape. Students will learn how to create content that targets the right audiences through effective social media campaigns. The course also covers important topics such as the integration of AI tools, current trends, copyright considerations, and privacy in social media marketing. Through hands-on projects and case studies, students will develop comprehensive social media marketing plans, create engaging content, and analyze social media campaign performance.

## Learning Outcomes

Upon successful completion of this course, you will be able to:

- Define key terminology, acronyms, and concepts used in social media and digital marketing.
- Develop effective social media marketing plans that align with business goals, integrate current digital marketing trends, and incorporate leadership and workflow strategies that support effective team collaboration and implementation.
- Plan engaging, ethical, and copyright-compliant content tailored for diverse social media platforms and audiences.
- Analyze current and future trends, practices and technologies in social media and its impact on digital marketing, including AI, influencers and creators, and user-generated content.
- Discuss how AI-enhanced techniques and data analytics can optimize social media campaigns and measure their effectiveness.
- Identify privacy and accessibility considerations in social media marketing and apply best practices to address them.

## Resources

The learning materials for this course include a curated selection of open educational resources (OER), along with relevant blogs, articles, and instructional videos. In addition, optional readings and activities will be provided, along with “level-up” resources designed to enhance your learning experience, reinforce key concepts, and help you develop practical skills related to social media marketing.

## Weekly Schedule

Week	Topics	Readings and Activities
Week 1	Social Media’s Strategic Role in Marketing	Discussion 1: Introduction Reading: <a href="#">5 ways social media impacts consumer behavior</a>
Week 2	Building a Social Media Strategy	Discussion 2: critiquing real-world social strategies Reading: <a href="#">How to Create the Ultimate Social Media Strategy that Drives Brand Awareness &amp; ROI</a>
Week 3	Platforms, Audience Behaviours, and Formats	Discussion 3: evaluating how brands adapt content to platform norms Reading: <a href="#">7 Types of Social Media and How Each Can Benefit Your Business</a> <b>Assignment 1 due this week</b>
Week 4	Content Strategy and Creative Direction	Discussion 4: AI and brand voice Reading: <a href="#">Content Pillars for Social Media</a> <b>Assignment 2 due this week</b>
Week 5	Paid Social and Optimization	Discussion 5: AI ad copy vs human-written ad copy Reading: <a href="#">Organic vs paid social media</a> <b>Assignment 3 due this week</b>
Week 6	Influencers, Creators, and UGC	Discussion 6: influencer fit Reading: <a href="#">Disclosure Guidelines for Influencer Marketing in Canada</a>
Week 7	Community Building and Social Listening	Discussion 7: using AI to analyze public conversation Reading: <a href="#">How to turn insights into business value</a>
Week 8	Data, Measurement, and Social Analytics	Discussion 8: choosing meaningful metrics Reading: <a href="#">Social Media KPIs</a> Activity: interpreting qualitative and quantitative data
Week 9	Social Media Crisis Communication and Risk Management	Discussion 9: identifying early warning signs Listen or read: <a href="#">The Beckham Family Blowup: A Crisis Manager’s Play-by-Play</a> <b>Assignment 4 due this week</b>
Week 10	Social Media Operations and Process Systems	Discussion 10: differences between in-house vs agency
Week 11	Leadership and Career Skills	Discussion 11: reflection on leadership skills for social media roles
Week 12	Future Trends	Discussion 12: debating which trends will matter most Readings: <a href="#">Why most AI fails social teams, and how social-first AI is different</a> and <a href="#">How Creators and Brands can Define AI’s Role in Authentic Content</a> <b>Assignment 5 due this week</b>
Week 13	Wrap up	

\*Submissions are due on the day of the week that corresponds to the day of your class.

## Evaluation

Assignment	Description	Mark
<b>Assignment 1:</b> Industry Landscape Scan	<p>In this assignment, you will explore the social media landscape within a specific industry of your choice (e.g., fashion, fitness, hospitality, government, gaming, nonprofit, health &amp; wellness). Fictional brands may not be used for this assignment.</p> <p>You will analyze how brands in this industry use platforms, content formats, and trends to engage audiences. Your audit must include screenshots of images of actual social media posts, along with brief commentary explaining why each example is relevant. These visuals will help you evaluate platform behaviours, creative approaches, and the strategic decisions brands make.</p> <p>You'll also generate a short AI-assisted comparison and critique whether the AI's analysis is accurate or incomplete.</p> <p>Your goal is to understand how the industry operates on social media and what this means strategically for marketers.</p>	15%
<b>Assignment 2:</b> Audience and Platform Strategy Brief	<p>In this assignment, you will prepare a Strategy Brief for a chosen brand and complete a Competitive Audit Appendix to show your research process.</p> <p>The brand you select for this assignment will also be used for Assignment 3 and 4, so please choose a brand with an active and accessible social media presence. Please do not select a brand you have analyzed in other courses.</p>	15%
<b>Assignment 3:</b> Content Framework and Ethical Creation	<p>You will design a content strategy for your previously selected brand (from Assignment 2), including content pillars, brand voice guidelines, a one-week content calendar, and three sample posts.</p> <p>You will also identify ethical, copyright, and accessibility considerations in your content decisions.</p>	15%
<b>Assignment 4:</b> Optimization Plan	<p>Using your previously selected brand in Assignment 2 and 3, you will create a tactical optimization plan that includes a paid social strategy, an influencer/creator approach, key performance indicators (KPIs), and an analytics dashboard outline. You will also explain how AI tools could be used ethically to support campaign decision-making.</p>	15%
<b>Assignment 5:</b> Social Media Strategy	<p>For your final project, you will build a comprehensive social media strategy for a fictional brand. Your strategy should integrate insights, frameworks, and practices from the entire course, demonstrating your ability to think strategically, collaborate effectively, and communicate your recommendations.</p>	25%
<b>Participation: Discussion Forums</b>	<p>Your participation grade for this course is based on your preparation and contribution to course activities, respectful engagement and conduct in class, contribution and commitment to the group/team project, and consistent engagement in the Brightspace course site.</p>	15%
<b>Total</b>		<b>100%</b>

## Usage of GenAI

Please be advised that in this course you are **not authorized** to use any form of generative AI. In order to successfully complete course activities, **generative AI is not required nor welcomed**. Students should not make any use of generative AI tools such as ChatGPT, Grammarly, among others that use AI for content generation and editing. As the University of Victoria states in its Academic Integrity Policy “Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility.”. Therefore, I expect you to comply with the course syllabus and I encourage you to enhance your academic experience in this course by refraining from using generative AI.

## Attendance Requirements

The course emphasizes **active engagement, collaborative teamwork, and hands-on learning**. Attendance is crucial and considered mandatory for all participants for all sessions (full 3 hours) of the course. Please inform your instructor in advance if you’re unable to attend any class sessions. Please note that missing more than one session (3 hours) requires a valid and sufficient reason for absence with verifiable circumstances that substantially prevent your attendance. Your commitment to active participation significantly contributes to your learning experience in this course.

## Participation Expectations

- Instructors will track attendance and participation throughout the term. Students who do not attend class may be assigned an “N” grade for the course. Attendance will be taken within the first 15 minutes of class and may be taken later as a second check.
- **If you arrive later than 15 minutes, the door will be closed. Please wait until breaktime to enter the class.**
- Instructors can assign a **final grade of N or refuse** a student to **write a final exam, final assignment, or any assignment that follows multiple absences** or misconduct **if a learner has failed to meet the course's minimum attendance requirements** as identified above. They may also refuse admission to a lecture, learning activity, assignment, or exam because of lateness, misconduct, inattention, or failure to meet the responsibilities of the course noted in this outline.
- The instructor reserves the right to not grade assignments submitted by students who have not maintained regular attendance and participation, and a zero grade being assessed for non-submission.
- Missing **more than one session (3 hours)** requires a valid and sufficient reason for absence.
- Arrive on time and remain for the full session; leaving without permission will be marked **absent**. Please note that work schedule conflicts as well as car, bus, carpooling, or ferry delays are generally not accepted as sufficient reasons for absence beyond the one-session limit.
- Students are expected to actively interact with **course materials, peers, and instructors**, including contributing to discussions and teamwork.
- Students are expected to complete assignments and assessments on time and submit work by the due date.
- **Technology use** (cell phones, tablets, laptops, smart glasses/ watches) must be limited to course-related activities only.
- Participation includes respectful active listening, not just talking.

- This course is delivered in a collaborative, discussion-based learning environment. Students are expected to demonstrate respectful and attentive behaviour at all times.
- University policy allows an instructor to refuse a student admission to class because of lateness, misconduct, disruptive behaviour, inattention, or failure to meet the responsibilities of the course.
- It is students' responsibility to be familiar with the criteria in which they are being assessed for this course. Please refer to the specific information under each assessment.

#### **Group Participation Expectations**

- Active participation in group work and meetings is required. Students who fail to attend or contribute to group work may be removed from their group, at the instructor's discretion, and deemed ineligible to participate in or receive marks for the group project, including the group presentation.

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