



COURSE OUTLINE

COURSE NUMBER:	DPS 52010 PTW01
COURSE NAME:	Digital & Social Media Marketing
METHOD OF DELIVERY:	ONLINE
INSTRUCTOR:	Kelly Thibodeau
INSTRUCTOR CONTACT:	k.thibodeau@uwinnipeg.ca
COURSE WEBSITE:	https://nexus.uwinnipeg.ca/
SUPPLIES:	Computer and Internet Access
COURSE START DATE:	January 11, 2021
COURSE END DATE:	April 4, 2021
EXAMINATION DATE:	No Final Exam

TECHNOLOGY REQUIREMENTS: **Laptop required**

REQUIREMENT: **Squarespace subscription required.**
If students purchase using their uwinnipeg email address, they'll receive 50% off the 1-year subscription price (approx discounted cost is \$72 USD)
<https://www.squarespace.com/students>

PRE-COURSE READING: **see lecture schedule**

NEXUS:

Course materials, resources and assignments will be posted on Nexus, the online course management system, supporting the delivery of this course. Please use your WebAdvisor username and password to log in to Nexus system to retrieve these materials and to access important class communication. Not all part-time courses are posted on Nexus.

Important information regarding your UW student account can be found [here](#).

COURSE DESCRIPTION:

This course will provide an understanding of the history and context for digital and social media. This will include prioritizing social media channels and identifying best practices. Students will experience a practical application of the knowledge learned, extending to the use of analytics, best practices, and strategies to remain current in this changing and dynamic field.

LEARNING OUTCOMES:

Upon completion of the course students will be able to:

- Evaluate the context and strategies for websites, blogs and social media in today's marketing mix
- Define online branding and explain its role and impact from an organizational and personal point of view
- Apply niche marketing principles to grow an online audience in web and social channels
- Design online marketing campaigns using web writing best practices and search engine optimization techniques to produce user-friendly web and social media content
- Demonstrate content marketing knowledge by building a basic website using Squarespace
- Identify and apply best practices for digital and social media, including building community and community management
- Use key social media channels and tools for business, such as Facebook, Twitter, Instagram, Pinterest and LinkedIn
- Describe the basics of analytics and the importance of using data to gain insights
- Assess best practices in governance, and legal and compliance considerations
- Identify ways to stay current in the industry

DISCLAIMER:

Please consider this course outline as a general guide. Time constraints and other unforeseen factors may require some adaptation of the course materials.

LECTURE SCHEDULE:

SCHEDULE DATES	LECTURE TOPICS	REQUIRED READINGS
1 January 11-17, 2021	Developing your online presence I <ul style="list-style-type: none">• Your personal brand• Niche marketing	As assigned in Nexus
2 January 18-24, 2021	Developing your online presence II <ul style="list-style-type: none">• Target audience + ICP• Website structure (landing pages + content pages)	As assigned in Nexus
3 January 25 - 31, 2021	<ul style="list-style-type: none">• Intro to Squarespace + tutorials	As assigned in Nexus

4 February 1-7, 2021	<ul style="list-style-type: none"> • Writing for the web • Home page + About page 	As assigned in Nexus
5 February 8-14, 2021	SEO, keywords and blogging	As assigned in Nexus
6 February 15-21, 2021	Principles of selling online	As assigned in Nexus
7 February 22-28, 2021	<ul style="list-style-type: none"> • Social media in today's marketing mix • Psychology of social media • Business case for social media 	As assigned in Nexus
8 March 1-7, 2021	Platform deep-dives: Facebook, Instagram, LinkedIn, Twitter and Pinterest (social media profiles + bios)	As assigned in Nexus
9 March 8-14, 2021	<ul style="list-style-type: none"> • Social media content creation • Planning a social media campaign 	As assigned in Nexus
10 March 15-21, 2021	<ul style="list-style-type: none"> • Basics of building creative assets • Community building and management 	As assigned in Nexus
11 March 22-28, 2021	<ul style="list-style-type: none"> • Website metrics and social media analytics • Legal and compliance considerations 	As assigned in Nexus
12 March 29 - April 4, 2021	<ul style="list-style-type: none"> • Influencer and affiliate marketing • Viral marketing case studies • Final project prep 	As assigned in Nexus

Remember to complete your course evaluation immediately after this course is complete. We take your feedback very seriously and use it to continually improve our courses and programs.

- **Full time course evaluations are available on NEXUS**
- **Part time and online course evaluations will be emailed to you**

VOLUNTARY WITHDRAWAL:

Students can voluntarily withdraw from a course up to the 75% point in a course without any academic penalty. Note that this does not include the hours for the invigilated exams. It is the student's responsibility to withdraw this course to ensure no academic penalty is incurred. Please consult the Registration Office or Academic Advisor for a **Request for Voluntary Withdrawal** form.

METHOD OF EVALUATION:

VALUE	ITEM OF WORK	DUE DATE
5%	Intro video + Pinterest brand board	End of module 1
10%	Developing your brand, niche + ICP	End of module 2
10%	Website structure + site map	End of module 3
10%	Home page + About page	End of module 4
10%	Blog article + SEO	End of module 5
10%	Social media bios + LinkedIn personal profile	End of module 7
10%	Creative brief + Editorial calendar	End of module 9
20%	Final project	End of module 12
15%	Participation	ongoing

All applicable assignments must be typed, as well as formatted and referenced according to the latest APA Edition specifications. See the policy on the [UWINNIPEG PACE Academic Writing Standards](#).

MINIMUM GRADE:

Students must receive a minimum grade of “C”, or better, in all courses within the program requirements to graduate.

PARTICIPATION:

Participation is an important component of a meaningful learning process. Contributions to class activities, group work, and class discussion will enhance your academic success and contribute to a more positive and productive learning environment. Participation is a reflection of actively engaging in class room work and attentiveness to the contributions of others and the instructor. Participation is also a reflection of being present in the classroom in a timely fashion and not distracting others.

PARTICIPATION GRADE RUBRIC:

GRADE	CHARACTERISTICS / DESCRIPTION
0-2%	Displays most or many of the following: Does not participate in class discussion. Does not ask questions. Does not listen when others speak or interrupts discussion. Is distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations etc.). Is almost never prepared. Misses all or nearly all classes, is late for all, or nearly all, start of the class, or is late returning from breaks.
3-5%	Displays most or many of the following: Is present, but responds minimally when asked directly. Is adequately prepared for class, but does not analyze or provide interpretation. Rarely asks questions, and does not always listen when others speak; is sometimes distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations, etc.). Is often absent, or late, for the start of the class or returning to class after break
6-8%	Displays most or many of the following: Well prepared and offers analysis in discussions. Contributes and interacts in class discussions – listens and responds to other students, asks questions, offers and supports other opinions, even those with differing views. Consistent involvement. Attends nearly every class, is rarely late for the start of the class or returning from break. Is largely attentive to class discussions and instructor. Rarely inattentive due to the use of cell phone, computer, or sidebar conversations, etc.
9-10%	Displays all or nearly all of the following: Very well prepared – read materials and relates it to other materials (readings, course material, discussions, experiences, etc.). Evaluates and analyzes material, and offers new and insightful approaches. Significantly contributes to discussion – listens to classmates and provides further analysis to maintain discussion. Very active discussion. Attends every class, is never late for the start of class or returning from break. Is always, or nearly always, attentive to class discussions and the instructor, never uses cell phone, computer or engages in sidebar conversation.

RESEARCH POLICY:

Students who plan to conduct research interviews, focus groups, surveys, or any other method of collecting data from any person, even a family member, must obtain the approval of the appropriate ethics committee before commencing data collection. Exceptions are research activities as a learning exercise to satisfy course requirements with no intent to publish as research.

POLICY FOR LATE ASSIGNMENTS:

All assignments will be given a due date. Individuals who cannot meet the deadline and have a legitimate reason (i.e., illness supported by a medical certificate relative to the due date), must request an extension in writing from the instructor no later than the 24 hours before the deadline.

- Students who do not receive an extension from the instructor will receive a grade of zero on the assignment if the assignment is not submitted by the due date.
- It is the student's responsibility to retain an electronic copy of ALL assignments submitted for grading.

STUDENT HANDBOOK AND ACADEMIC REGULATION AND POLICY INFORMATION:

Refer to the [Student Handbook](#) for academic and general PACE policies. This information is also available on the UWinnipeg PACE website.

It is the students' responsibility to read the policies outlined in the PACE Student Handbook for all University of Winnipeg Academic regulation and policy information.

ACADEMIC MISCONDUCT:

Please refer to the Academic Misconduct Policy in the most recent version of the University of Winnipeg General Calendar, under Student Discipline, Section 8a, or see:

- [Academic Misconduct Policy](#)
- [Procedures: Academic Misconduct Policy](#)

UWINNIPEG RESPECTFUL LEARNING POLICY:

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at www.uwinnipeg.ca/respect.

OTHER EXPECTATIONS/GENERAL INFORMATION/GENERAL POLICIES:

Students are responsible for any course-related announcements or information that may be posted to NEXUS.

Students are responsible for ensuring they meet the minimum technological requirements for full participation in all aspects of the course (<http://pace.uwinnipegcourses.ca/sites/default/files/pdfs/forms/Technical%20Requirements%20for%20Online%20Students.pdf>) **The failure of personal computers and/or internet connectivity is not a valid reason to miss assignment or quiz deadlines, excepting when such incidents are a direct result of outages of the university system used for this course (i.e. Nexus).** Students with less reliable internet access are encouraged to avoid writing quizzes at the last minute to minimize the possibility of missed deadlines.

Regular participation in online discussion is a key component of this course. Students are responsible for checking the NEXUS and the discussion boards twice a week at a minimum. You are expected to respond to group members in a timely manner (within 36 hours). During weeks in which group assignments are due more frequent contact may be required.

ACADEMIC ACCOMMODATIONS:

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or accessibilityservices@uwinnipeg.ca to discuss appropriate options. All information about a student's disability or medical condition remains confidential. <http://www.uwinnipeg.ca/accessibility>.

UWPACE GRADING SYSTEM:

Letter-Graded

A+	96-100
A	91-95
A-	83-90
B+	75-82
B	70-74
C+	66-69
C	57-65
D	50-56
F	under 50%
I	Incomplete

Pass/Fail

P	Pass
F	Failure

Non-Graded (Audit)

CP	Certificate of Participation (based on >75% attendance)
NC	No Certificate of Participation (based on <75% attendance)
I	Incomplete

DISCLAIMER:

Please retain a copy of this course outline for reference purposes and/or future academic endeavor.

Note: PACE archives course outlines in PDF format for a period of five years and charges an administrative fee for archived course outline requests.