

**FLORIDA GULF COAST UNIVERSITY
LUTGERT COLLEGE OF BUSINESS
MARKETING DEPARTMENT
MAR3235 Social Media Marketing**

**Audencia Exchange Program
Spring 2020**

COURSE INFORMATION

Course name: Social Media Marketing (Exchange Program to Audencia)

Credit hours: 3

CRN: 14148

Faculty of Record: Dr. Gina A. Tran, Ph.D.
Assistant Professor of Marketing

Office: Lutgert Hall #3323

Phone: (239) 590-7328

Email communication: CANVAS

This is a study abroad course. University and LCOB rules for credit transfer are followed. Credits will transfer once student has successfully satisfied all course requirements set by Exchange Program to Audencia and by the faculty of record at FGCU.

CATALOG COURSE DESCRIPTION:

This course will be completed through collaborative, on-campus teaching and learning, work-integrated learning, Moodle and web-based resources.

Through completion of the course, students will be expected to acquire new skills such as:

- Analyze complex situations
- Use cross-disciplinary approaches
- Make proposals, take initiatives
- Identify needs and draw up an appropriate offer
- Act with flexibility, adaptability and intellectual curiosity

Topics:

- digital marketing and its various disciplines
- E-reputation and social media listening
- Content marketing and community management
- Social ads/native ads
- Social media KPIs

COURSE LEARNING OBJECTIVES:

At the end of the course, students will be able to:

- Analyze the opportunities provided by the key social networks, amongst the various options digital marketers have (paid search, display, etc.).

- Make sense of the difference use cases related to social media marketing, implement best practices within these difference (though interrelated) fields: social media listening; content marketing and community management; social ads; customer care, etc.
- Understand the role of the different software resources available in the marketplace to manage social media marketing.

IMPORTANT INFORMATION:

The course syllabus and schedule, including the grading policy, is tentative. I reserve the right to make changes as may be necessary throughout the semester. Any changes that take place will be announced through CANVAS.

ACADEMIC BEHAVIOR STANDARDS AND ACADEMIC DISHONESTY

FGCU's stated policies on academic honesty will be strictly enforced. Students are expected to have read, be familiar with and follow these policies.

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the *Student Code of Conduct* and *Policies and Procedures* sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

Students must only submit materials that are their own creation and include attribution for any ideas or language that is not their own. All sources used in the preparation of an assignment and all direct quotes must be clearly identified. No materials are to be submitted in more than one course without the prior written permission of each instructor.

DISABILITY ACCOMMODATIONS SERVICES

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239-590-7956 or TTY 239-590-7930.

STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused

from class for a religious observance is not required to provide a second party certification of the reason for the absence.

LIBRARY RESOURCES

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts: <http://library.fgcu.edu/RSD/Instruction/tutorials.htm>

Research Guides: <http://fgcu.libguides.com/>

Faculty Support: http://library.fgcu.edu/faculty_index.html

Contact: <http://library.fgcu.edu/LBS/about/contactus.htm>