

Bergen Community College  
 Division of Business, Arts and Social Sciences  
 Department of Business/Hotel Restaurant Management  
**BUS 120 SOCIAL NETWORKING FOR BUSINESS**

**Course Description**

<p>This course explores the theory and application of social networking and mobile media as it relates to the field of business. Topics include the ethical use of social media as a marketing tool, using social networking for customer tracking and data analysis, establishing media entries and presence for effective customer satisfaction and consumer outreach.</p>
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<b>Credits/Hours</b>	2 lecture, 2 lab, 3 credits
<b>Prerequisites</b>	None.
<b>Required Textbooks</b>	<p><i>Go Mobile</i> by Jeanne Hopkins and Jamie Turner – New Jersey: John Wiley and Sons, Inc, ©2012 ISBN: 978-1-118-16778-6. (eBook is available at a lower cost from the Publisher.)</p> <p><i>The Social Media Bible: Tactics, Tools &amp; Strategies for Business Success</i> by Lon Safko -- New Jersey: John Wiley and Sons, Inc, ©2010 ISBN: 978-0-470-62397-8. (eBook is available at a lower cost from the Publisher.)</p>
<b>Student Resources</b>	<p>The Sidney Silverman Library has extensive business and marketing resources. Yet, student access to electronic resources via the Library portal provides periodicals that report on and discuss the latest uses, applications, and innovations in social networking. There is also virtually unlimited relevant social networking information available on a variety of credible Internet Websites.</p> <p><i>Hoot.me</i> transforms one's social network to a knowledge network. Hoot.me is a Facebook application that allows students to virtually link into their classmates and teaching faculty for questions and video conferencing. Hoot.me provides break-out sessions. Should the student elect, Hoot.me also has professional tutoring services; however, this service requires a membership fee.</p>
<b>Faculty Resources</b>	<p>The publisher provides a set of resources for instructors on the book website. The site can only be accessed by obtaining a password from the publisher's representative. Information on contacting the representative can be obtained from the Business Department Office.</p> <p>A growing resource of over 450 creditable sources on the subject of "Social Networks," entitled, <i>Bibliography of Research on Social Network Sites</i> can be found at the following Web location: <a href="http://www.danah.org/researchBibs/sns.php">http://www.danah.org/researchBibs/sns.php</a>.</p> <p>Faculty are encouraged to utilize the College's Moodle platform for asynchronous course discussion, to supplement in class activities, and to communicate with students. For assistance contact the Center for Instructional Technology <a href="http://www.bergen.edu/CIT/">http://www.bergen.edu/CIT/</a>.</p>

**Student Learning Objectives:** As a result of meeting the requirements in this course, students will be able to

1. Identify the most attractive social media services for business and organizational use.
2. Address the use of social media in contemporary business environments.
3. Apply the popular social networking services, e.g., Facebook, Twitter, and LinkedIn in a professional manner.
4. Define and describe the technical underpinnings of social networks and mobile applications.
5. Create, maintain, and contribute entries associated with a professional blog.
6. Evaluate consumer behavior as it relates to social media and social network buying and marketing.
7. Explain the migration from traditional Web-based to social network consumerism.
8. Describe the importance of the global impact and immediacy of the social networks in delivering messages and persuading consumers.
9. Detail the step-by-step strategy to launch a social media marketing effort, as well as identify the quantitative and qualitative means of the plan's assessment.
10. Identify trends and evaluate their use.
11. Explore opportunities and assess social media related employment.
12. Through practical scenarios, learn the components, the evaluation processes, and the steps required in the development of professional social media applications.

**Means of Assessment:**

Beyond quizzes and examinations, students are to participate in a variety of social networking experiences. These experiences include, yet are not limited to, establishing social network accounts, blogging, creating a Survey Monkey assessment instrument, generating an electronic newsletter, developing a professional presence on LinkedIn, tweeting, creating and launching a professional YouTube entry, assessing corporate use of social media, as well as presenting on one of the more than 100 lesser-known special interest social media services.

**Course Concept**

Social media and social networking comprise a major avenue allowing businesses to establish a presence among consumers, manage their impressions, foster customer loyalty and increase their customer bases. Once print, then Internet, currently the use of social networking through services like Facebook and Twitter revolutionizes the corporate presence in the virtual world. Through study and laboratory exercises, Social Networking for Business provides a current perspective of the organizational virtual frontier; one which is a needed skill for students who embark on careers in marketing, entrepreneurship, management, public relations and not-for-profit organizations.

**Course Content:**

1. Introduction: Social Media, Social Networking, and their place in contemporary business
2. How the Fortune 500 use Social Network Marketing
  - Social Networking Sites
  - Applications
  - Twitter
3. Consumer Engagement
4. Consumer Behavior
5. Ways Business Use Portability and Mobility
6. Mobile Social Media Landscape
7. The Social Networking Marketing Campaign
8. Using LinkedIn and YouTube
9. Evaluation of a Social Network Campaign
10. Additional Social Media Tools

**Special Features of the Course**

Laboratory experiences emulate real-world use of social media and networks. Exercises often engage the class into a social network; whereby, concepts and applications can be immediately field-tested. In addition, students interact with corporations and professional organizations dynamically via existing and established social networks.

## Course Activities

A variety of learning activities can be used throughout the semester. Some examples of activities that may be assigned to individuals or groups within the laboratory are

- Join and link to social networks, especially, Facebook, Twitter, and LinkedIn for academic purposes whereby, classmates form the foundation of the network
- Visit Corporate and Not-for-Profit social media sites for evaluation and monitoring.
- Select one of the 100 popular social networking sites not covered formally in class, prepare a written or oral report on the use of this service for commercial purposes.
- Create a blog for academic purposes; whereby, classmates join and contribute on a regular basis.
- Develop a customer-based strategy to use social media and social networks to instill customer confidence, maintain customer loyalty, or to sell a product.
- Prepare an analysis of “target market” selection and an assessment of the success of an existing organization’s use of social networks and social media.
- Prepare a professional persona on LinkedIn as part of a living resume and networking opportunity.
- Develop a professional electronic newsletter for distribution to fellow classmates.
- Present the pros/cons of Web-based versus social media outreach to customer and clients.
- Evaluate the advantages of using GPS integration to create ubiquitous social networking advertisements.
- Engage in organizational management of impression by using “Like” and “Tweets.”
- Produce a Survey Monkey to gage customer satisfaction of a social networking campaign.
- Evaluate support applications that enhance the corporate/not-for-profit social networking experience.
- Explain how corporate/not-for-profit commitment to social media and networks fits into an overall business strategy.

## Research, Writing, and/or Examination Requirement(s)

**Computer Use:** Using a computer is considered a basic business skill; therefore, using the Internet and basic Office software will be an ongoing part of this course. Assignments will require accessing information from the Internet and submitting word processed reports and assignments. All written work should be in Times New Roman, 12 pt. font, double spaced, and include name, date, assignment title/number, & course name. In class presentations are to be created using Microsoft PowerPoint.

Students do not need their own computers although if they do not have their own computer and Internet access they need to be prepared to spend additional time on campus. Computer access is available in the free time labs, S346 and S-352, the BCC library, the TEC Commons, and many public libraries

**Academic Dishonesty:** There is a zero-tolerance regarding cheating and plagiarism. Academic dishonesty is reported as per the requirements of the College Catalog with the minimum impact of failure relative to the specific assignment, exam, or report.

## Grading Policy

### Suggested Grade Allocations:

Exams/Quizzes	65%
Oral Presentations	5%
Projects/Papers/Blog Entries	25%
Class Discussion/Participation	5%
Total	100%

## Attendance Policy

Students are expected to attend all classes and stay for the duration of the class. Classes begin promptly. Attendance is taken at the start of each session. It is the student’s responsibility to inform the instructor at the end of class if he/she was not present when attendance was taken. Although there is no automatic penalty for absences, a student receives zero grades for assignments and participation if not present.

### Other College, School, and/or Departmental Policy Statements

Students must be familiar with and are required to abide by all Bergen Community College policies and procedures as outlined in the current College Catalog.

If a student believes that he or she has a grievance with a faculty member, a form to express this concern may be obtained either online or at the Business Departmental Office.

Cell phone technologies must be turned-off and stowed throughout the duration of the class sessions. Special considerations for occupation or family matters requiring phones to be placed on vibrate must be discussed with the instructor individually.

Bergen Community College has adopted an internal grievance procedure providing for prompt and equitable resolution of complaints alleging any action prohibited by federal regulations implementing section 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act of 1990 (ADA). Section 504 and ADA state, in part, that "no qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subjected to discrimination by an such entity."

### Student Support Services

Students should be encouraged to make full use of the Sidney Silverman Library (in person and online at <http://www.bergen.edu/library/>), the Tutoring Center (available in person in room L-125 and online at <http://www.bergen.edu/library/learning/tutor/>), the Writing Center (available in person room L-125 and online at <http://www.bergen.edu/library/learning/write/>) **Students with disabilities** are encouraged to visit the Office of Specialized Services (L-115) to acquire an accommodation form necessary to assist and support learning.

### Include a Course Outline and Calendar\*

Week	Date(s)	Topic/Activity	Assignments/Events
1		Social Networks Defined and Described	What is social media? Identify the history and current use of social networking in business. What impact do social networks have on traditional business Websites? Establish a new Facebook academic account. Befriend each classmate. Allow and utilize the Hoot.me application.
2 - 3		How the Fortune 500 use Social Network Marketing, Applications, and Twitter	Select one of the Fortune 500 organizations and prepare a brief report of its mobile marketing efforts. Examine Adidas' Mobile Tracker Website. Evaluate Starbucks' E-commerce Mobile Card. Define and describe the New Jersey Nets' Gowalla Campaign. Establish a new Twitter account. Add classmates, prepare and send a professional tweet.
4		Consumer Engagement	How do consumers make a connection and form a bond? Explain what is meant by "mobile marketing engagement" and how companies engage with different devices. Using either Facebook or Twitter, prepare and launch an ad to the class to engage interest. Identify the use of a blog, contrast and compare a blog to a Vlog. Establish a blog. Corresponding lab exercises and demonstrations.
5		Consumer Behavior	Define and describe consumer buying behavior? How do social networks "convert" a prospect to a customer? Using either Facebook or Twitter, prepare and launch an ad that entices a consumer to purchase a good or service, or buy into an idea. Corresponding lab exercises and demonstrations.

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<b>Week</b>	<b>Date(s)</b>	<b>Topic/Activity</b>	<b>Assignments/Events</b>
6 - 7		Ways Business Use Portability and Mobility	Examine and evaluate Short Message Service (SMS), Multimedia Message Service (MMS), Near Field Communications (NFC) and Bluetooth, Tablet Computing, QR Codes/2D Codes, Mobile Websites, Mobile Display Advertising and Paid Search, as well as Location-Based Marketing. Corresponding lab exercises and demonstrations.
8		Mobile Social Media Landscape	Define, describe, and exemplify Smart Phone Operating Systems, Google's Android, Apple's iOS, Window's Phone, Apps and App development. Identify popular carriers and manufactures. Corresponding lab exercises and oral presentation on one landscape concept.
9		The Social Networking Marketing Campaign	List the advantages and disadvantages of social marketing. Identify how to develop a mobile marketing campaign. Determine the length of a social media marketing campaign, as well as its budget, schedule, content and production. Corresponding lab exercise and possible group project.
10		Using Mobile Paid Search to Drive Customers to a Business	Determine if a paid-search is right for a business. Steps to set-up a mobile paid-search campaign. Identify and describe the importance of "keywords" within a mobile paid-search. Create a mobile keyword list. Write an ad, launch, and assess the results of a campaign. Corresponding lab exercise and demonstrations.
11		Measuring the ROI of a Social Media Campaign	Establish the link between ROI and customer lifetime value. Quantify customer lifetime value. Exemplify how to track social network conversations. Use social network conversation rate to track ROI. Define and describe an aggregator. Explore and evaluate productivity applications. Corresponding lab exercise and ROI data analysis.
12		Using LinkedIn and YouTube	Examine the use of LinkedIn as a professional social network service and explore the impact on job search and employee recruitment. Investigate and determine the professional uses of YouTube videos, Establish a LinkedIn account. Evaluate corporate YouTube videos to determine their purposes, e.g., marketing, recruitment, customer service, or testimonials.
13		Evaluation of a Social Network Campaign	Employ measures associated with assessment of an existing social networking corporate outreach. Evaluate the use of Survey Monkey mobile as a data collection method. Use rating 'games' and virtual couponing for assessment of services, products or ideas. Corresponding lab exercise and demonstrations
14		Additional Social Media Tools	Define and describe Virtual Worlds, Microblogging, Livecasting, and Podcasting. Evaluate GPS integration for dynamic networks. Corresponding lab exercise and demonstrations
15		Testing and Presentations	Last assessment and student presentations.

**\*Note to Students:** This Course Outline and Calendar is tentative and subject to change, depending upon the progress of the class.