



**UNIVERSITY OF THE COMMONWEALTH CARIBBEAN
CORPORATE EDUCATION DIVISION**

COURSE OUTLINE (Fall 2017)

COURSE TITLE: UCC DIPLOMA IN SOCIAL MEDIA MARKETING
CODE: CED112
TOTAL CREDITS: 4 CREDITS
DURATION: 5 Months To 1 Year/ Self-Paced
TOTAL HOURS: 70 HOURS
PRE-REQUISITES: NONE / OPEN ENTRY
AFFILIATES: NORTHWESTERN UNIVERSITY AND COURSERA

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RATIONALE

In today’s marketplace, organizations need effective, profitable social marketing strategies. In this Specialization, you’ll learn to match markets to social strategies to profitably grow your business. Expand your online audience and establish your social brand in five Specialized courses. Start anytime, learn at your own pace and complete in up to one (1) year maximum. Have the skills to start your new job in 5 months or less by studying 10 hours weekly.

This Specialization is designed for all professionals who would benefit from a more effective social marketing strategy, including business, government, and not-for-profit executives; marketing, PR and customer service managers; and entrepreneurs. No background knowledge is required.

COURSE DESCRIPTION

In this program you will learn how to leverage a variety of social media platforms, including blogs, social networks, private virtual communities, passion sites, and video sites, to achieve business and organizational goals. You will be able to identify influencers and experts within a social community, develop targeted strategies and content to engage those communities, and track your success through social monitoring and real-time analytics.

In the final Capstone Project, you'll create and evaluate a comprehensive social marketing strategy. Each course also contains a toolkit with bonus materials – one for everyone who signs up, and a special toolkit with additional content for only those who sign up and pay to earn a Course Certificate.

GENERAL OBJECTIVES

- Design, manage and optimize social campaigns
- Assess and apply effective and profitable social media strategies
- Understand brand positioning in a global digital marketplace
- Identify and use appropriate approaches to solve problems within each function

STUDENT LEARNING OUTCOMES

On successful completion of this course, participants should be able to:

1. Understand collection, standardization and deployment of big data
2. Apply analytic systems
3. Apply metrics to gauge success
4. Utilize a multimedia filter effectively
5. Understand importance of landing pages
6. Develop and measure KPIs
7. Understand security privacy and governance considerations
8. Create a performance funnel with sustainable budget program
9. Create, test and justify a pilot program

Unit 1 What is Social? (Northwestern University via Coursera)	12 hours
Unit 2 The Importance of Listening (Northwestern University via Coursera)	16 hours
Unit 3 Engagement & Nurture Marketing Strategies (Northwestern University via Coursera)	12 hours
Unit 4 Content, Advertising & Social IMC (Northwestern University via Coursera)	12 hours
Unit 5 The Business of Social (Northwestern University via Coursera)	8 hours
Unit 6 Capstone Project (Northwestern University via Coursera)	10 hours

CONTENT

Unit 1 What is Social?

Social Marketing and Trends

Unit 2 The Importance of Listening

Big Data, Insights and Information
Real-Time in Action

Unit 3 Engagement & Nurture Marketing Strategies

Social Strategy Overview
Developing a Great Blog

Unit 4 Content, Advertising & Social IMC

Advertising
Social Integrated Marketing Communications (IMC)
Measuring Social Programs

Unit 5 The Business of Social

Legal Considerations
Metrics and Performance

Unit 6 Capstone Project

Develop Your Marketing Program

TEACHING STRATEGIES

Video Lectures

Peer Reviews

Reading Material

Projects

Course Materials

COURSE PARTICIPATION

Course Name	Audit Course/s Option	Online Course Exam (USD)	UCC Proctored Exam Fee (JMD)
Unit 1	Open Entry	\$45	\$8,000
Unit 2	Open Entry	\$45	\$8,000
Unit 3	Open Entry	\$45	\$8,000
Unit 4	Open Entry	\$45	\$8,000
Unit 5	Open Entry	\$45	\$8,000
Unit 6	Not Offered	\$45	\$16,000
Professional Diploma	Not Applicable	\$405	\$56,000

**Supporting documents may be required to validate issuance of a professional diploma where all course exams have been completed online. Exam fees are subject to change without notice.*

COURSE EVALUATION

ASSESSMENT/ EVALUATION

A student MUST register a pass in the capstone projects and when added to the passed coursework grade, must have an overall passing grade to be successful in each Unit. Students are encouraged to do all pieces of course work and each course quiz. Summative assessment will be by course completion, graded quizzes for each unit and capstone project.

Students have the option on the completion of each course to register for the course exam online or at a UCC campus. Exams fees can be paid online for the online exam option or at UCC for either the online exam or to sit a proctored exam at the nearest UCC campus.

AWARD

The Affiliate University will award a Certificate of Achievement directly to the student for each online course exam completed successfully. University credits will be awarded by the UCC to students registering for each proctored course exam through UCC as each course exam is successfully completed. A UCC Diploma will be awarded after all course exams have been successfully completed. Students must register for and complete each course exam except when participating by way of Course Audit. Exams may be completed 100% online or at a UCC test facility scheduled monthly, subject to demand. Supporting documents may be requested to validate issuance of a professional diploma in cases where all course exams have been completed online.

LEARNING RESOURCES

Course material, videos, textbook, international faculty

ACADEMIC INTEGRITY AND COPYRIGHT

UCC demands a high level of scholarly behavior and academic honesty on the part of its students. Any assignment, test paper, project, or report submitted by you and that bears your name will be assumed to be your own original work that has not been previously submitted for credit in another course unless you obtain prior written permission to do so from your lecturer.

In all assignments, or drafts of paper, you may use words or ideas written by other individuals in publications, websites or other sources, but only with proper attribution. “Proper attribution” means that you have fully identified the original source and extent of your use of the words or ideas of others that you reproduce in your work for this course. This is normally done in the form of a footnote or parenthesis. Failure to do so is plagiarism and is considered a form of academic dishonesty. Please refer to the UCC Library and Information Centre if you are uncertain how to cite your references.

IMPORTANT NOTE ON PLAGIARISM

Plagiarism is a form of intellectual theft. If you fail to acknowledge your sources or make it appear that someone else’s work is your own, you are guilty of plagiarism. The scholarly world operates by exchanging information and crediting the sources of that information. If you violate that process, you have committed a crime in the academic community. If you are having difficulty completing a paper on time, or need some additional help, or are unsure of how or where to document a source, please contact your lecturer or go to the librarian for help so you can avoid inadvertently or intentionally plagiarizing a source.

You will be charged with plagiarism if you:

- ❖ Copy from published sources without adequate documentation.
- ❖ Intentionally or unintentionally appropriate the ideas, language, key terms, or findings of another without sufficient acknowledgment that such material is not your own and without acknowledging the source.
- ❖ Purchase a pre-written paper (either by mail or electronically).
- ❖ Let someone else write a paper for you.
- ❖ Reproduce someone else's project.
- ❖ Submit as your own someone else's unpublished work, either with or without permission
- ❖ Incorrectly cite or neglect to cite borrowed materials

Consequences of Plagiarism

- ❖ If the final work you submit—all of it—is not yours, it does not matter how you came by it. Charges of plagiarism are brought to the attention of Academic Affairs, which initiates an investigation that may lead to formal charges.
- ❖ The process for the investigation and adjudication of charges may be accessed at the Dean of Students' Office.
- ❖ Plagiarism is a serious offense that can result in a variety of sanctions (failure of the course in which the plagiarism occurred and suspension from UCC among them).

Appropriate Uses of Sources

A mark of strong academic writing is demonstrated when one appropriately identifies sources in his/her arguments and analyses. This practice is called **documentation**. Guidelines for how to correctly cite materials used within your writing and assembling the list of works that you cite in your paper are available in style manuals. Information from these style manuals can be accessed in UCC's Library & Information Centre

- ❖ Whenever you draw on another's work, you must specify what you borrowed, whether facts, opinions, or quotations, and where you borrowed them from.

Avoiding Plagiarism

- ❖ Contact your lecturer and honestly discuss a strategy for completing an assignment rather than risk humiliation and legal charges.
- ❖ Become thoroughly acquainted both with the various ways in which plagiarism is construed, and with sources of proper documentation.

Reference:

American Psychological Association (2009). *Publication Manual of the American Psychological Association*, (6th ed.). New York: American Psychological Association

For further information, contact UCC Corporate Education Division Ph: 1876-665-3999 or email: corporate_edu@ucc.edu.jm