Course Outline

COURSE: HTM 703  DIVISION: 90  ALSO LISTED AS:

TERM EFFECTIVE: Summer 2017  Curriculum Approval Date: 03/27/2017

SHORT TITLE: SOCIAL MEDIA MRKT

LONG TITLE: Social Media Marketing

<table>
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<tr>
<th>Units</th>
<th>Number of Weeks</th>
<th>Type</th>
<th>Contact Hours/Week</th>
<th>Total Contact Hours</th>
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<td>Lecture: 6</td>
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<td>Lab: 0</td>
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COURSE DESCRIPTION:

This course introduces the student to the different types of social media and how they can be used to market the Hospitality and Tourism industry.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: N - Non Credit

GRADING MODES

N - Non Credit

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

02 - Lecture and/or discussion

STUDENT LEARNING OUTCOMES:

1. Describe the value of utilizing social media, including a website, to promote an event or an organization.
   Measure of assessment: discussion, critique
   Year assessed, or planned year of assessment: 2017
   Semester: Fall
2. Demonstrate skills associated with effective social media marketing.
   Measure of assessment: role playing

4/14/2017
CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS
Curriculum Approval Date: 03/27/2017
3 Hours:
Content: An overview of the different social media applications and their relationship to marketing for the hospitality and tourism industry, including the pros and cons of each and their target markets. Social media etiquette.
Student Performance Objectives: Discuss the intent of each application and state the pros and cons of each one. Identify the benefits. Describe the etiquette utilized for social media.
3 Hours:
Content: Presentation on the structure of what makes a good website and its purpose, in particular as it relates to marketing the hospitality and tourism industry. Staying current.
Student Performance Objectives: Explain the factors that make a good website. Identify the different purposes of a website. Discuss the importance of keeping a website current.

METHODS OF INSTRUCTION:
lecture, discussion, guest speakers

METHODS OF EVALUATION:
Writing assignments
Percent of total grade: 30.00 %
Critiques
Objective examinations
Percent of total grade: 10.00 %
T/F, Multiple Choice
Other methods of evaluation
Percent of total grade: 60.00 %
Class participation/Role playing

OUT OF CLASS ASSIGNMENTS:
Required Outside Hours: 6
Assignment Description: Select a local/regional tourism event and investigate how it uses social media. Critique the effectiveness of this application. Come prepared to discuss your findings with the class.
Required Outside Hours: 6

REPRESENTATIVE TEXTBOOKS:
Required Representative Textbooks
Handouts provided by the instructor.

ARTICULATION and CERTIFICATE INFORMATION
Associate Degree:
CSU GE:
IGETC:
CSU TRANSFER:
   Not Transferable
UC TRANSFER:
   Not Transferable
SUPPLEMENTAL DATA:
Basic Skills: N
Classification: J
Noncredit Category: J
Cooperative Education:
Program Status: 2 Stand-alone
Special Class Status: N
CAN:
CAN Sequence:
CSU Crosswalk Course Department:
CSU Crosswalk Course Number:
Prior to College Level: Y
Non Credit Enhanced Funding: Y
Funding Agency Code: A
In-Service: N
Occupational Course: C
Maximum Hours: 6
Minimum Hours: 6
Course Control Number:
Sports/Physical Education Course: N
Taxonomy of Program: 130700