

**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

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
0	1	Lecture:	6	6
		Lab:	0	0
		Other:	0	0
		Total:	6	6

**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

Year assessed, or planned year of assessment: 2017

Semester: Fall

## **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