COURSE NUMBER AND TITLE: PSCI460-SP17-Robinson
   Nonprofit Marketing and Social Media

DATE REVISED: Spring 2017

SEMESTER CREDITS: 2

FACULTY: Niki Robinson
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OFFICE HOURS: Posted on office door or by appointment

Professor Expectations: Correspondence through email requires the course name as Subject. I check my email often and this is the best way to get in touch with me. Check your student email account for emails from me. Check Moodle regularly for assignments, grades, updates and information.

COURSE DESCRIPTION:
This course provides students with an overview of basic marketing principles and social media strategies. Students will learn steps to create a Social Media Marketing Plan to further the mission of a nonprofit organization. Students will analyze and select appropriate communication channels and technologies according to relevant publics.

STUDENT PERFORMANCE OUTCOMES:
Upon completion of this course, the student will be able to:

1. evaluate suitability of media content and use best communication practices to promote a positive organizational image.

2. apply business relationship marketing techniques to enhance social communities.

3. monitor issues and analyze trends across various social media platforms.

4. manage media through professional, accessible, and ethical practices expected in our global society.

5. apply marketing theory and techniques as applied in a nonprofit environment.

6. monitor social media and present relevant data, trends, successes and issues.
STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES:

Homework, tests, projects, and in-class assignments will be given point values. Total points earned divided by total points possible will represent the percentage grade.

Grading Scale
A  90 - 100
B  80 - 89
C  70 - 79
D  60 - 69

REQUIRED TEXT: No required text. All readings will be presented on Moodle.

ACADEMIC HONESTY: All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University.

All students need to be familiar with the Student Conduct Code. The code is available for review online at http://www.umt.edu/SA/VPSA/index.cfm/page/1321.

ACCESSIBILITY:

The University of Montana assures equal access to instruction by supporting collaboration between students with disabilities, instructors, and Disability Services for Students. If you have a disability and plan to request modifications for this course, please contact your instructor during the first week of the semester so that modifications can be provided in a timely manner. Please contact Disability Service for Students if you have any questions.

Disability Services for Students (DSS)  (406).243.2243 (Voice/Text)
Lommasson Center 154  (406).243.5330 (Fax)
University of Montana  http://life.umt.edu/dss/

COURSE OUTLINE:

Unit 1: Foundations to Social Media
- Social Media vs. Traditional Media
- Becoming a part of the Network Nature
- Social Media, Social Media Marketing, Web 2.0
- Social media value chain and the marketing mix

Unit 2: Social Media Marketing Strategy
- Social Media Marketing Plan
- Phases of marketing maturity
- Campaign objectives
- Media channels and zones

Unit 3: Social Consumers
-Consumer segments and social identity
-Participation in the 4 zones
-Social technographics

Unit 4: Digital Age tactics for nonprofits
-Setup, communicate, engage, fundraise, measure

Unit 5: The Nonprofit Narrative
-Telling your story

Unit 6: Social Community
-User participation and sharing
-Engagement, branding, promotion

Unit 7: Publishing Content
-Channels, content creation
-Search Engine Optimization
-Social Media Optimization