



# Experiential Learning Portfolio for 10104189 Social Media Marketing

## Student Contact Information:

Name: \_\_\_\_\_ Student ID#: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

## Directions

Consider your prior work, military, volunteer, education, training and/or other life experiences as they relate to each competency and its learning objectives. Courses with competencies that include speeches, oral presentations, or skill demonstrations may require scheduling face-to-face sessions. You can complete all of your work within this document using the same font, following the template format.

1. Complete the Student Contact Information at the top of this page.
2. Write an Introduction to the portfolio. Briefly introduce yourself to the reviewer summarizing your experiences related to this course and your future goals.
3. Complete each "Describe your learning and experience with this competency" section in the space below each competency and its criteria and learning objectives. Focus on the following:
  - What did you learn?
  - How did you learn through your experience?
  - How has that learning impacted your work and/or life?
4. Compile all required and any suggested artifacts (documents and other products that demonstrate learning).
  - Label artifacts as noted in the competency
  - Scan paper artifacts
  - Provide links to video artifacts
  - Attach all artifacts to the end of the portfolio
5. Write a conclusion for your portfolio. Briefly summarize how you have met the competencies.
6. Proofread. Overall appearance, organization, spelling, and grammar will be considered in the review of the portfolio.
7. Complete the Learning Source Table. Provide additional information on the business and industry, military, and/or volunteer experiences, training, and/or education or other prior learning you mentioned in your narrative for each competency on the Learning Source Table at the end of the portfolio. Complete this table as completely and accurately as possible.

The portfolio review process will begin when your completed portfolio and Credit for Prior Learning Form are submitted and nonrefundable processing fees are paid to your local Credit for Prior Learning contact. Contact Student Services for additional information.

Your portfolio will usually be evaluated within two weeks during the academic year; summer months may be an exception. You will receive an e-mail notification regarding the outcome of

the portfolio review from the Credit for Prior Learning contact. NOTE: Submission of a portfolio does not guarantee that credit will be awarded.

You have 6 weeks to appeal any academic decision. See your student handbook for the complete process to appeal.

**To receive credit for this course, you must receive “Met” on 6 of the 7 competencies.**

**10104189 Social Media Marketing, 3 Associate Degree Credits**

**Course Description:** This course follows social media's transformation of advertising from a mass medium to one-to-one communication with immediate feedback. Social media's use for public relations and advertising as well as how to create and deploy a social media campaign will be the main focus of the course. The history and development of social media platforms will be examined as well as today's ethical and legal implications of social media efforts.

**Introduction:** Briefly introduce yourself to the reviewer summarizing your experiences related to this course and your future goals.

**Competency 1: Analyze the history and development of social media**

Criteria: Performance will be satisfactory when:

- Paper identifies key historical events that lead to the rise of social media
- Paper includes at least two examples of early successes in social media campaigns
- Paper relates current individual use of social media (personal and professional experience)

Learning Objectives:

- a. Define the term social media
- b. Describe social media marketing
- c. Explain the history of social media
- d. Summarize Web 2.0

**Required Artifacts: None**

**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 2: Discuss the growing jobs and career industry of social media marketing**

Criteria: Performance will be satisfactory when:

- Report identifies social media career areas
- Report describes individual strengths and areas of opportunity for social media career
- Report assesses the type of social media marketing position he/she would be interested in, based on specific course material

Learning Objectives:

- a. Describe career choices in social media
- b. Explain evolution of jobs in social media marketing
- c. Compare and contrast job opportunities in social media marketing

**Required Artifacts: None**

**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 3: Evaluate fundamental shifts social media has made in how marketers communicate with customers**

Criteria: Performance will be satisfactory when:

- Student successfully sets up personal profiles on a minimum of five social media tools
- Student compares and contrasts social media tools including mobile marketing apps and mobile websites
- Scenario response recommends social media tool posts for selected B2C organization fulfill posted guidelines

Learning Objectives:

- a. Explain the foundation of social media
- b. Describe how social media marketing fits into an organization's planning framework
- c. Explain the phases of social media marketing maturity
- d. List the key components of an organizational social media policy
- e. Outline the steps in social media marketing strategic planning

**Required Artifacts: None**

**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 4: Evaluate current trends in social media**

Criteria: Performance will be satisfactory when:

- Paper includes research on a current trend
- Paper includes detailed information about a specific social media tool
- Student provides description of how trends relate to the foundation of marketing
- Resources/references no more than one-year-old as basis for paper and discussions

Learning Objectives:

- a. Analyze recent social media actions of key business organizations using social media.
- b. Identify new social media tools and their use for business marketing
- c. Discover recent social media activities that were implemented successfully

**Required Artifacts: None**

**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 5: Produce a social media marketing strategy for an existing B2C organization**

Criteria: Performance will be satisfactory when:

- Social media strategy includes a SWOT of the business and of the current use of social media tools
- Social media strategy includes key positioning statement
- Social media strategy includes recommendations for future social media tool use, including key metrics and analysis for evaluation of strategy
- Social media strategy includes description of current trends and impact on the B2C organization

Learning Objectives:

- a. Conduct a digital SWOT on a B2C organization
- b. Recommend social media tactics based on analysis
- c. Justify measurement recommendations for implementation of social media plan
- d. Develop social media marketing goals for B2C organization
- e. Identify target market for social media marketing plan

**Required Artifacts: None**  
**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Competency 6: Analyze the legal and ethical issues in social media for organizations and consumers**

Criteria: Performance will be satisfactory when:

- Case study response describes the legal and ethical considerations that impact social media marketing
- Case study response provides suggestions for how to overcome legal and ethical dilemmas in the future
- Reflection shares insightful, mindful description of legal and ethical concerns in social media marketing
- Reflection explains how legal and ethical issues can arise in social media marketing actions

Learning Objectives:

- a. Define ethical character traits
- b. Identify the causes of unethical behavior
- c. Apply ethics to social media situations
- d. Describe examples of unethical social media use by organizations
- e. Explain the legal standards for social media marketing professionals

**Required Artifacts: None**

**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**



**Competency 7: Analyze social media data to make informed decisions**

Criteria: Performance will be satisfactory when:

- Project analyzes social media data
- Project provides a rationale for decision making
- Project uses social media data to make informed decisions

Learning Objectives:

- a. Discuss the importance of data-driven decision making
- b. Review social media data sets
- c. Make decisions based on the social media data

**Required Artifacts: None**

**Suggested Artifacts: None**

**Describe your learning and experience with this competency:**

**Met/ Not Met Evaluator Feedback:**

**Conclusion:** Summarize how you have met the competencies of the course.

## Learning Source Table

[illegible]