WINE128: Developing and Maintaining Wine Social Media Campaigns: Section 1457: Rego K

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WINE 128 - Developing & Maintaining Wine Social Media Campaigns

Section 1457, Fall 2020 Course Syllabus

Course Description

Learn to build a team to create an effective social media campaign. Learn to use all major social media platforms to promote wine, winery events, and wine brands. Learn basics of wine branding and how to identify target audiences for wine social media campaigns. Learn to develop metrics for measuring effectiveness of wine social media campaigns and how to integrate social media campaigns into existing wine marketing strategies.

Student Learning Outcomes

Upon completion of this course, students will be able to:
1. Identify the key skills needed in a team that effectively creates and runs wine social media campaigns.
2. Understand and use all important social media platforms effectively for wine, wine event, and wine brand promotion
3. Develop a basic wine brand strategy
4. Identify target audiences for wine brand promotion using social media
5. Develop metrics for measuring effectiveness of wine social media campaigns
6. Integrate social media campaigns into existing wine marketing strategies

Class Structure
Recorded Lecture (approx 2hrs) available on Mondays of each week
Live Q&A (1/2hr) each Thursday 6:00-6:30pm
Homework each week due Sundays 11:59pm

Instructor Contact

Kerry Rego (Call me Kerry - she/her)

Email: **krego@santarosa.edu (mailto:krego@santarosa.edu)**

Office Hours: Thursdays by arrangement via phone & Zoom

I do my best to respond to emails within 48 hours.

Course Website

Students will use the Canvas course for course dates, complete assignment descriptions, and grades.

Weekly Lecture Notes   (https://bit.ly/WINE128F20LectureNotes) are available during the course and after its completion.

Textbook

N/A - We will be using a **Reading List.   (https://bit.ly/WINE128F20ReadingList)**

Important Dates

Day Class Begins: 8/17/2020

Last Day Add w/o Add Code: 8/17/2020

Last Day to Drop for Refund: 8/17/2020

Last Day Add with Add Code: 8/24/2020

Last Day Drop w/o W: 8/24/2020

Last Day to Opt for Pass/No Pass: 8/31/2020

Last Day Drop with W: 9/27/2020

Date Final Exam: TBD

Day Class Ends: 10/11/2020

Computer Labs

Visit **https://it.santarosa.edu/labs   (https://it.santarosa.edu/labs)** to find open lab times and a list of available software at each computer lab location.

Dropping the Class

If you decide to discontinue this course, it is your responsibility to officially drop it. A student may be dropped from any class when that student's absences exceed ten percent (10%) of the total hours of class time. It is strongly advised that if you need to miss more than one class/homework deadline in a row that you contact the instructor to avoid being dropped from the class.

Attendance

For face-to-face courses, students who fail to attend the first class meeting may be dropped by the instructor. For classes that meet online, students who fail to log on and initiate participation by 11:59 p.m. Pacific Time of the first day of the class may be dropped by the instructor.

Pass-No Pass (P/NP)

You may take this class P/NP. You must decide before the deadline, and add the option online with TLC or file the P/NP form with Admissions and Records. With a grade of C or better, you will receive a P. Once you decide to go for P/NP, you cannot change back to a letter grade. If you are taking this course as part of a certificate program, you can probably still take the class P/NP. Check with a counselor to be sure.

Late Policy

All assignments are due at 11:59 pm Pacific time on the due date. A late submission will receive a 50% penalty.

Grading Policy

Click the "Grades" link in Canvas to keep track of your grades. I grade about once a week and post grades and comments in the Canvas grade book.

Grades will be assigned as follows:
A 90%
B 80%
C 70%
D 60%

If taking Pass/No Pass you need at least 70% of the total class points and complete the midterm exam and the final exam to pass the class.

Student Code of Conduct

Students are required to abide by the Santa Rosa Junior College **Student Conduct Standards** **(https://student-conduct.santarosa.edu/)**. Violation of the Standards is basis for disciplinary sanction, including dismissal from class or from the College. For complete details regarding Student Conduct and Discipline Due Process, visit **https://student-conduct.santarosa.edu/discipline-due-process** **(https://student-conduct.santarosa.edu/)**. We will conduct ourselves in a manner which reflects our awareness of common standards of

decency and the rights of others. All students are expected to know the Student Conduct Policy and adhere to it in this class. Students who violate the code may be suspended from 2 classes and may be referred to the Conduct Dean for discipline.

Academic Integrity

All written work is to be original; plagiarism of any kind will result in a failing grade on that assignment. Students who plagiarize or cheat may be suspended – for one or two class meetings by the instructor – and referred to the Conduct Dean for discipline sanction, in cases of egregious violation. Please read the **Academic Integrity Policy 3.11 (https://rightsresponsibilities.santarosa.edu/academic-integrity)** .

Special Needs

Accommodations for Students with Disabilities: If you need disability related accommodations for this class, such as a note taker, test taking services, special furniture, etc., please provide the Authorization for Academic Accommodations (AAA letter) from the Disability Resources Department (DRD) to the instructor as soon as possible. You may also speak with the instructor privately during office hours about your accommodations. If you have not received authorization from DRD, it is recommended that you contact them directly. DRD is located in the Bertolini Student Center on the Santa Rosa campus (707-527-4278), and Jacobs Hall on the Petaluma Campus (707-778-2491).

Assignments

To see descriptions and due dates, go to *Assignments*.

- Research and create a 3-5 page written wine brand strategy
- Develop and present a wine social media campaign storyboard
- 4-6 written practice exercises (research, design social media content and campaigns, design metrics)
- Read 2-10 pages per week
- Final written exam (2-5 pages) to include setting up a new brand including choosing an overall strategy, choosing social media platforms, setting social media goals, creating example posts, explaining necessary metrics, explaining why the campaign will be successful, and calculating a return on investment

Methods of Evaluation/Basis of Grade:

- Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.
  Written brand strategy - Writing 30 - 55%
- Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non- computational problem solving skills. In-class exercises - Problem solving 15-35%
- Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams. Storyboard presentation, in-class exercises - Skill Demonstrations 10-30%
- Exams: All forms of formal testing, other than skill performance exams. Final Written Exam - Exams 20-40%
- Other: Includes any assessment tools that do not logically fit into the above categories.

Course Summary:

Date	Details	
Sat Nov 2, 2019	**Google Document** (https://canvas.santarosa.edu /courses/47248/assignments/516759)	due by 11:59pm
	Objectives (https://canvas.santarosa.edu/courses /47248/assignments/516763)	due by 11:59pm