

Course Design Plan: Integrating Industry Credentials

This serves as a comprehensive blueprint to detail how industry credentials are embedded into courses. It articulates course and credential overview, academic standards and enhancements, instructional strategies and design, and an assessment plan.

The Course Design Plan serves as a living document and may be refined as implemented.

Section 1: Course and Credential Overview

Use this section to share details about your course and credential being integrated.

1. Course Information:

- **Course Title & Number:** Marketing MKTG200
- **Semester/Term:** Spring 2026 (01/26/2026 – 05/16/2026)
- **Instructor(s):**
- **Brief Course Description:** MKTG 200 is an introductory course that explores the fundamental principles and theories of marketing, with a focus on creating consumer value and satisfaction. Students will examine the relationship between organizations and consumers through key marketing mix elements—product, price, place, and promotion—and apply these concepts to real-world situations. The course incorporates current business articles to connect theory with practice and prepares students for advanced marketing coursework or a potential minor in marketing.

Course Learning Outcomes (CLOs): (List all CLOs for the course)

1. Comprehend the environment within which the marketing firm operates
2. Analyze the role of marketing information system and marketing research (CG1)
3. Understand what influences the buying behavior of consumers and organizations
4. Apply market segmentation, targeting and positioning techniques
5. Analyze elements of the marketing mix; product and service, pricing, distribution and promotion (CG4)
6. Comprehend the effects of globalization on a firm's marketing decisions and understand the basic principles of international and global marketing (CG1)
7. Develop a present a marketing plan, which provides sound arguments, clear conclusions and recommendations (NACE) (CG3)
8. Appreciate the legal and ethical issues involved in marketing of products and services

2. Industry Credential Information:

- **Credential Name:** LinkedIn Learning - Social Media Marketing Prof. Cert.
 - **Credential Competencies (CCs):**
 - Social Media Strategy
 - Understand the role of social media in digital marketing

- Develop a social media marketing strategy
 - Align social campaigns with organizational goals
- Platform Management
 - Apply marketing techniques across major platforms
 - Adapt messaging for different social channels
 - Manage social media presence across networks
- Content Development
 - Write effective social media copy
 - Use storytelling techniques for brand engagement
 - Create platform-specific content
- Campaign Optimization
- Optimize social media campaigns for reach and engagement
- Use A/B testing and feedback to refine posts
- Improve campaign performance through strategy adjustments
- Content Repurposing
 - Repurpose video and media content across platforms
 - Extend reach through multi-channel content reuse
- Audience Engagement
 - Increase audience interaction
 - Build brand awareness and online communities

Section 2: Academic Standards & Enhancements

Use this section to align the credential to academic standards and notate enhancements.

1. Alignment with Academic Standards:

- How does integrating this credential maintain or improve the academic standards or rigor of the course and/or program?

Integrating the LinkedIn Learning / Hootsuite Social Media Marketing credential enhances the rigor of MKTG 200 by strengthening the connection between theory and real-world application. The course emphasizes applying marketing concepts in practical contexts, and the certification requires students to demonstrate these skills using current digital marketing tools and strategies. It also deepens learning related to promotion and integrated marketing communications while aligning with course objectives and program competencies such as digital literacy and problem-solving. Because the credential is industry-recognized and externally validated, it adds an additional level of accountability and ensures students meet professional standards beyond traditional coursework.

2. Enhancement of Existing Coursework:

- Beyond alignment, how does the credential reinforce current coursework?

The LinkedIn Learning / Hootsuite Social Media Marketing credential reinforces existing coursework by deepening and extending how students engage with core concepts already taught in MKTG 200. Rather than replacing content, it enhances assignments such as case studies, marketing mix analysis, and the marketing plan by requiring students to apply these concepts using real digital platforms and tools.

The credential strengthens learning in key areas like promotion and integrated marketing communications by giving students hands-on experience with social media strategy, content

planning, and analytics—topics already embedded in the course schedule. This applied component helps students better understand how theoretical concepts translate into measurable marketing outcomes.

Additionally, it reinforces critical skills emphasized in the course, including digital literacy, problem-solving, and communication, by requiring students to make data-driven decisions and interpret performance metrics. It also increases student engagement and motivation by providing a tangible, career-relevant outcome, while supporting the course's focus on real-world application and professional preparation.

Section 3: Integration Strategy & Instructional Design

Use this section to detail the integration model(s), instructional strategies and implementation timeline.

1. Integration Model:

Integration Model: Augment – Hybrid + Project-Based Integration

The Hootsuite Social Media Marketing credential will be integrated using an **Augment model**, combining **Hybrid Integration** and **Project-Based Integration**. Selected credential modules will be embedded into the course and graded as part of existing assignments (e.g., certification component within the assignments category).

- **Hybrid Integration:** Portions of the credential (e.g., social media strategy, content planning, analytics) will be paired with course topics such as integrated marketing communications and digital marketing. This allows credential content to complement—not replace—core textbook concepts.
- **Project-Based Integration:** Students will apply skills from the credential directly to course deliverables, particularly the marketing plan project, where they will incorporate social media strategy, platform selection, and performance metrics.

Rationale:

This model was chosen because MKTG 200 is a **foundation course** focused on core principles and broad marketing knowledge. A full replacement model would risk reducing essential theoretical coverage. Instead, the augment approach preserves academic integrity while enhancing applied learning. It allows students to connect foundational concepts (e.g., promotion, targeting, consumer behavior) with current industry practices, improving skill development, engagement, and career readiness without displacing core curriculum content.

2. Instructional Strategies & Student Experience:

Learning Activities:

Students will complete Hootsuite credential modules, including video lessons, knowledge checks, and certification quizzes. These will be reinforced through course-integrated activities such as:

- **Reflection journals** connecting credential content to marketing concepts
- **Discussion prompts** on social media strategy and campaign effectiveness
- **In-class application exercises** (e.g., creating sample posts, targeting strategies)
- **Mini-projects** that build toward the final marketing plan

- Integration of social media strategy and analytics into the **group marketing plan project**

These activities align with course topics such as integrated marketing communications and digital marketing.

Pacing & Schedule (Student Roadmap):

The credential is embedded mid-semester to align with promotion and digital marketing topics:

- **Weeks 1–10:** Core marketing foundations (no credential work)
- **Week 11:** Introduction to social media marketing + credential overview
- **Week 12:** Begin Hootsuite modules (strategy, platforms, content) + in-class application
- **Week 13:** Continue modules (analytics, engagement) + discussions/reflections
- **Week 14:** Certification completion + integration into marketing plan
- **Week 15:** Apply credential skills to final group project

The certification is included as a graded assignment within the course structure

Instructor/Institution Support Role:

- Provide **introductory guidance** on navigating LinkedIn Learning/Hootsuite
- Offer **dedicated office hours** for certification support
- Facilitate **class discussions** linking credential content to course concepts
- Give **feedback on applied assignments** (e.g., social media strategy in projects)
- Direct students to campus resources such as **technology support and tutoring services** listed in the syllabus

Universal Design for Learning (UDL) Considerations:

- **Engagement:**
 - Emphasize career relevance of the credential
 - Allow choice in applying social media strategies (industry, platform, target audience)
- **Representation:**
 - Use videos, transcripts, and instructor summaries to reinforce key ideas
 - Supplement complex topics (e.g., analytics) with simplified examples and in-class walkthroughs
- **Action & Expression:**
 - Provide multiple ways to demonstrate learning (reflections, discussions, project application)
 - Allow flexibility in how students incorporate credential skills into their marketing plan

This approach ensures the credential is **structured, supported, and fully integrated** into the student learning experience while reinforcing course objectives.

3. **Implementation Timeline:** High-level timeline for preparing and launching the integrated course.

Fall 2026 Credential Integration Roadmap (MKTG 200)

Phase	Timeframe	Milestone & Actions
Preparation	Pre-Semester (Aug)	Confirm access; update syllabus; build Brightspace, record intro video
Launch	Week 1	Introduce credential; share expectations and access instructions
Foundation	Weeks 2-9	Connect to marketing concepts; no credential work yet
Engagement	Week 10	Launch modules; assign strategy/platform content
Engagement	Week 11	Assign content/engagement modules; discussions
Engagement	Week 12	Analytics modules; KPI activity; feedback
Engagement	Week 13	Midpoint check-in; reminders
Application	Week 14	Certification due; integrate into marketing plan
Application	Week 15	Apply skills to project; feedback
Wrap-Up	Finals Week	Submit final marketing plan
Wrap-Up	Post-Semester	Review data; gather feedback

Section 4 Assessment Plan

Use this section to clearly outline your approach for evaluating student learning, the overall effectiveness of the credential and detail a plan for continuous improvement.

1. Assessment Plan for Student Learning

Formative Assessments (Ongoing Feedback)

Student learning will be continuously monitored through low-stakes, applied activities tied to the Hootsuite credential:

- **Credential Assessments:**
Students will complete LinkedIn Learning/Hootsuite module quizzes and knowledge checks. Progress and scores will be monitored to ensure engagement and comprehension.
Feedback: Automated scoring from the platform and instructor check-ins for clarification.
- **Brightspace Discussion Prompts:**
Students will participate in discussions reflecting on credential topics (e.g., “Evaluate a brand’s social media strategy using concepts from the content and engagement

modules”).

Feedback: Instructor and peer feedback to reinforce understanding and application.

- **Short Reflections:**

Students will submit brief reflections connecting credential content to course concepts (e.g., marketing mix, promotion, target audience).

Feedback: Instructor feedback focused on depth of understanding and application.

- **In-Class Application Activities:**

Hands-on exercises (e.g., creating sample posts, identifying KPIs) will allow students to practice credential skills in real time.

Feedback: Immediate instructor guidance and discussion.

Summative Assessments (Demonstration of Mastery)

- **Hootsuite Certification Completion:**

Students must complete the certification exam as a graded assignment, demonstrating mastery of core social media marketing skills.

- **Marketing Plan Project (Capstone Integration):**

Students will apply credential skills by developing a **social media strategy component** within their group marketing plan, including:

- Platform selection
- Content strategy
- Target audience alignment
- Metrics and performance evaluation

- **Scenario-Based Assignment:**

Students will analyze a real-world social media marketing scenario and propose a strategy using credential concepts.

- **Presentation:**

Students will present their marketing plan, demonstrating how social media strategy supports overall marketing objectives.

- **Portfolio Submission (Optional/Recommended):**

Students may submit proof of certification and selected work (reflections, activities) as evidence of skill development.

2. Assessment Tools

Rubrics

Detailed rubrics will be used to assess:

- Application of social media marketing concepts
- Strategic alignment with marketing objectives
- Use of data/metrics (analytics)
- Quality of communication and professionalism

Self-Grading Assessments

The credential includes built-in quizzes and assessments that allow students to monitor their own progress and identify areas for improvement.

Grading Criteria

Credential integration will be incorporated into the course grading structure as follows:

- **Certification + Related Assignments:** 15% of overall grade
- **Marketing Plan Project (with credential integration):** 20% of overall grade
- Completion of the certification is required; performance on related activities contributes to graded coursework

This plan ensures that student learning is **continuously supported, clearly measured, and directly tied to both course objectives and industry-relevant skills.**

1. **Evaluation of Credential Effectiveness:** Design a plan that focuses on assessing the effectiveness of the certificate and identify areas for improvement. Include:
 - **Performance Data Analysis:**
 - **Credential Completion Rates:** Track the percentage of enrolled students who complete the integrated credential content or earn the full credential.
 - Data Source: Credential gradebook.
 - **Course Assessment Performance:** Compare student performance on course learning activities directly tied to the integrated credential content.
 - Data Source: Brightspace Gradebook.
 - **Correlation Data (if applicable):** Analyze the correlation between credential performance and overall course success.
 - **Student Feedback Mechanisms:**
 - **End-of-Course Survey Questions:** Include specific questions in course evaluations or a separate survey about the value and effectiveness of the integrated credential. Example:
 - How valuable was [Credential Name] in enhancing your learning in this course?
 - **Focus Groups/Interviews:** Conduct small group discussions with students to gather qualitative feedback on their experience.
 - **Faculty Self-Reflection:** This occurs on an ongoing basis.
 - **Pre-Semester:** Review the course design and anticipate challenges.
 - **During Semester:** Review student engagement, difficulty, and success.
 - **Post-Semester:** Evaluate if the integration met its intended goals, workload implications, and areas for modification.
2. **Continuous Improvement & Refinement** – Develop a continuous improvement plan Include:
 - **Review Cycle:** Establish a timeline for reviewing the assessment data (e.g., annually, after each offering).
 - **Actionable Insights:** Identify specific insights from the assessment data that can inform future iterations of the course design and credential integration. Examples:
 - If students struggle with a specific module, consider adding more pre-requisite material or dedicated office hours.
 - If student feedback highlights the value of a certain hands-on activity, consider expanding similar activities.
 - **Sharing Best Practices:** How do you plan on sharing your experience with integrating the credential among faculty?
 - Present
 - Publish

3. Evaluation of Credential Effectiveness

Performance Data Analysis

- **Credential Completion Rates:**
Track the percentage of students who complete the Hootsuite Social Media Marketing certification.
Data Source: Credential platform gradebook (LinkedIn Learning/Hootsuite).
- **Course Assessment Performance:**
Compare student performance on assignments tied to the credential (e.g., reflections, discussions, marketing plan social media component).
Data Source: Brightspace gradebook.
- **Correlation Data:**
Analyze the relationship between credential completion/performance and overall course success (e.g., final grades, project quality) to determine impact on learning outcomes.

Student Feedback Mechanisms

- **End-of-Course Survey Questions:**
Include targeted questions such as:
 - “How valuable was the Hootsuite Social Media Marketing credential in enhancing your learning?”
 - “Did the credential improve your understanding of digital marketing concepts?”
- **Focus Groups / Informal Feedback:**
Conduct brief discussions or collect qualitative feedback to better understand student experiences, challenges, and perceived value.

Faculty Self-Reflection

- **Pre-Semester:**
Review course design, alignment with learning objectives, and anticipate potential challenges (e.g., pacing, technology access).
- **During Semester:**
Monitor student engagement, completion rates, and areas of difficulty; adjust support and instruction as needed.
- **Post-Semester:**
Evaluate whether the credential met intended goals (skill development, engagement, career relevance), assess workload balance, and identify areas for refinement.

4. Continuous Improvement & Refinement

Review Cycle

Credential integration will be reviewed **after each course offering** (each semester), with a more comprehensive review conducted annually.

Actionable Insights

Assessment data will inform targeted improvements, such as:

- Adding scaffolding or instructional support if students struggle with specific modules (e.g., analytics)
- Adjusting pacing or deadlines based on completion rates

- Expanding effective activities (e.g., applied exercises, discussions) based on student feedback
- Refining alignment between credential content and course assignments

Sharing Best Practices

- **Presentations:** Willingness to share results and strategies at departmental meetings or teaching and learning workshops
- **Collaboration:** Engage with School of Business faculty to explore similar integrations
- **Publication/Documentation:** Potentially develop a brief report or teaching case on credential integration outcomes

This plan ensures that the credential integration is **data-driven, student-centered, and continuously improved over time.**