

MKT-208: SOCIAL MEDIA MARKETING

Credits - 3

Division: School of Professional Studies and Applied Sciences

Catalog Course Description:

This course will describe, define and apply ways in which businesses can use Social Media Marketing (SMM) to help enhance their marketing strategies. The course will also cover different SMM platforms, such as Twitter, LinkedIn, Instagram, blogs etc., as well as current consumer trends in using SMM tools. Students will also learn how to develop and execute a SMM plan.

Catalog Prerequisites: MKT-113

Textbooks:

Title	Ed	Author(s)	Publisher	ISBN	Req/Rec
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Statement of Course Learning Outcomes:

Learning Outcomes

- Describe Social Media Marketing (SMM).
- Explain the seven myths of SMM.
- Develop a social media plan.
- Describe each step in the SMM cycle.
- Identify ways to observe and listen to social web.
- Explain big data and its role in SMM targeting.
- Define and describe microblogging.
- Identify content marketing.
- Explain how consumers use of mediums, such as television, is changing.
- Define and describe photo sharing.
- Detail the structure of a discussion board.
- Describe the sales funnel and its role in content marketing.
- Identify issues related to using apps and to purchasing on mobile devices.
- Explain the nature and importance of social media marketing.
- Describe SMM tools and how they can be used.
- Prepare a social media marketing plan.

Students will be assessed via writing assignments, quizzes, exams, team exercises and project assignments.