

Common Course Outline for: BUSN 1102 Social Media Marketing**A. Course Description**

1. Number of credits: 3
2. Prerequisites: None
3. Co-requisites None
4. MnTC Goals None

In this course students examine how organizations use social media to listen, understand and engage their target markets, provide value to their customers and potential customers, and promote calls to action that lead to sales of products and services. Topics include blogs, microblogs, social networks, video sharing, photo and image sharing and podcasting, various social media platforms, and careers in social media marketing.

B. Date last revised: August, 2018

C. Outline of Major Content Areas

Why Social Media?
Goals and Strategies.
Identifying Target Audiences.
Rules of Engagement for Social Media.
Publishing Blogs.
Publishing Podcasts.
Sharing Videos.
Sharing Photos and Images.
Social Networks.
Microblogging.
Social Media Marketing Plan.

D. Course Learning Outcomes

Upon successful completion of this course, the student will be able to:

1. Describe the key terms, concepts and methods used in social media.
2. Discuss the value of social media as a means of marketing communications and engagement.
3. Give examples of how organizations are leveraging social media for their marketing efforts.
4. Setup a blog that includes material from various social media platforms
5. Generate social media content for Facebook, Twitter, Blogs, LinkedIn, YouTube, etc.
6. Create a social media marketing plan.
7. Evaluate the effectiveness of an organizations social media strategies and tactics.

E. Methods for Assessing Student Learning

Grades are based on points earned from completion of online discussions, quizzes, tests, written exercises, social media platform tools assignment and a social media marketing plan.

F. Special Information *None*