

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

1. Number of credits: 3
2. Lecture hours per week: 3
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: None

Gain a competitive edge in today's digital landscape by exploring how businesses effectively utilize social media platforms to connect with their target audience, enhance brand value, and drive customer engagement. Learn strategies for using blogs, social networks, video, and image-sharing platforms to create effective marketing campaigns. Gain practical skills for analyzing consumer behavior and uncovering career opportunities in social media marketing. Hands-on practical projects prepare you for success in this growing field.

B. Date last reviewed/updated: May 2025**C. Outline of Major Content Areas:**

1. Why Social Media?
2. Goals and Strategies
3. Identifying Target Audiences
4. Rules of Engagement for Social Media
5. Publishing Blogs
6. Publishing Podcasts
7. Sharing Videos
8. Sharing Photos and Images
9. Social Networks
10. Microblogging
11. Social Media Marketing Plan

D. Course Learning Outcomes:

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

1. Describe key concepts used in social media campaigns.
2. Discuss the value of social media as a means of communication and engagement.
3. Discuss examples of social media marketing efforts used by organizations.
4. Create a blog post that includes material from various social media platforms.
5. Generate content for various social media platforms.
6. Create an effective social media marketing plan.
7. Evaluate the effectiveness of an organization's social media strategic plan.

E. Methods for Assessing Student Learning:

Methods for assessment may include, but are not limited to, the following:

1. Online discussions
2. Quizzes
3. Tests
4. Written Exercises
5. Simulations
6. Create Social Media content
7. Social Media Marketing Plan

F. Special Information:

None