MKT 232 SOCIAL MEDIA MARKETING

COURSE DESCRIPTION:
Prerequisites: ENG 090 and RED 090 or DRE 098; or satisfactory score on placement test
Corequisites: None

This course is designed to build students’ social media marketing skills by utilizing projects that give students hands on experience implementing social media marketing strategies. Topics include integrating different social media technologies into a marketing plan, creating social media marketing campaigns, and applying appropriate social media tools. Upon completion, students should be able to use social media technologies to create and improve marketing efforts for businesses. Credit Hours per Week: Class, 3. Lab, 2. Semester Credit Hours, 4.

LEARNING OUTCOMES:
Upon completing the requirements for this course, the student will be able to:

1. Integrate different social media techniques into a marketing plan.
2. Describe social media marketing strategies.
3. Create a social media marketing campaign, applying appropriate social media tools.
4. Create a plan to improve marketing efforts for businesses using social media.

OUTLINE OF INSTRUCTION:

I. Overview of Social Media Marketing
   A. Social Media Marketing Defined
   B. History of Social Media Marketing
   C. How Social Media Marketing Differs from Traditional Marketing

II. Planning for Social Media Marketing
   A. The Social Media Marketing Planning Cycle
   B. Target Market Identification
   C. Goal Setting and Strategy Development
   D. Social Media Marketing Ethics

III. Blogs
   A. Explanation of Blogs
   B. Creation of Blogs
   C. Marketing through Blogs

IV. Podcasts and Webinars
   A. Explanation of Podcasts and Webinars
   B. Creation of Podcasts and Webinars
   C. Marketing through Podcasts and Webinars

V. Videos and Photos
   A. Explanation of Video and Photo Sharing
   B. History of Video and Photo Sharing
   C. Marketing through Video and Photo Sharing
VI. Social Networks
   A. Explanation of Social Networks
   B. History of Social Networks
   C. Marketing through Social Networks

VII. Microblogging
   A. Explanation of Microblogging
   B. History of Microblogging
   C. Marketing through Microblogging

VIII. Discussion Boards, Social News and Question and Answer Sites
   A. History of Discussion Boards, Social News and Question and Answer Sites
   B. Explanation of Discussion Boards, Social News and Question and Answer Sites
   C. Marketing through Discussion Boards, Social News and Question and Answer Sites

IX. Mobile Computing and Location-Based Social Networks
   A. History of Smartphone Growth
   B. Explanation of Mobile Computing and Location-Based Social Networks
   C. Marketing with Mobile Computing and Location-Based Social Networks

X. Social Media Monitoring
   A. History of Social Media Monitoring
   B. Explanation of Social Media Monitoring
   C. Relevance of Social Media Monitoring

REQUIRED TEXTBOOK AND MATERIAL:
The textbook and other instructional material will be determined by the instructor to ensure that current and relevant concepts and theories are present.