

**COLLEGE-WIDE COURSE CONTENT SUMMARY
MKT 284 - SOCIAL MEDIA MARKETING (3 CR.)****Course Description**

Surveys the use of social networks and online communities such as blogs, wikis, virtual events that allow companies to expand their interaction with customers and develop relationships with collaborative communities. Emphasizes the ongoing transformation of the way companies adjust their marketing plans to improve interaction with customers online. Lecture 3 hours per week.

General Course Purpose

MKT 284 is a one-semester course designed to examine the use of social media marketing today and the shifting of company attention from more traditional marketing efforts to the internet as a way to connect with customers and other businesses through digital channels for the purpose of improving customer service, creating product “buzz,” building brand loyalty, expanding target markets and creating sales. Includes a discussion of the uses of Facebook and Twitter, etc.

Course Prerequisites/Corequisites

An understanding of basic marketing, computer and business activities is desirable.

Course Objectives

Upon completion the course, the students will be able to:

- Define social media marketing and the methods used to reach customers.
- Explain how social media marketing influences customers.
- Apply the appropriate social media for online marketing strategies.
- Integrate digital initiatives into a marketing plan.
- Measure the result of social media marketing efforts.

Major Topics to be Included

- Overview and growth of social media marketing
- Types of social networks available
- Benefits and limitations of digital marketing
- Tactics and tools involved with online marketing
- Level of participant Engagement
- Characterization of content according to originality and substance
- Establishing a corporate presence and identity
- Budgeting for social media marketing
- Goals for online marketing – Optimization concepts defining success
- Social Media Metrics

Optional Topics to be Included

- Explore social media jobs