

Course Objectives/Course Outline
Spokane Community College

Course Title: Social Media Marketing
Prefix and Course Number: MMGT 125

Course Learning Outcomes:

By the end of this course, a student should be able to:

- Identify the fundamentals of digital marketing
- Discuss the evolution of social media marketing and identify related ethical issues to communicate its impact on businesses
- Explain how to develop effective social media marketing strategies for various types of industries and businesses
- Describe the major social media marketing portals that can be used to promote a company, brand, product, service or person
- Evaluate a company's current situation, isolate social media issues and provide solutions by identifying appropriate social media marketing portals to influence consumer and improve the company's reputation
- Develop a social media marketing plan and track progress in achieving goals with a variety of measurement tools, services, and metrics

Course Outline:

- I. Introduction**
 - A. History of social media marketing
 - B. Definition of social media marketing
 - C. Importance of social media in today's business environment
 - D. Major social media marketing portals
- II. Goal Setting in a Social Environment**
 - A. Listening to the Social Web
 - B. Setting S.M.A.R.T. social media campaign goals
 - C. Target market strategies
 - D. Elements of the marketing mix
 - E. Ethical Behaviors
 - F. Cultural Issues
- III. Social Networking and Implementing Strategy**
 - A. Plan social media strategy
 - B. Examination of major social media marketing case studies
 - C. Using social media for reputation management
 - D. Reputation strategies using social media marketing
- IV. Communicate, Influence, and Learn from Your Constituents**
 - A. Blogs

1. Blog platforms
2. Write for a blog audience
3. Blog promotion

B. Microblogs

1. Using Microblogs to transform business
2. Creating brand awareness

C. Social Networking

1. Define social networking
2. Examine popular social networking sites
3. The big social networks aboard

D. Information Networks

E. Using Bookmarking for Social Media Marketing

F. Publishing Articles on Popular Social News Sites

1. Social news sites
2. The factors that influence social news front page promotion

G. Image and Video Sharing Strategies

V. Social Media Marketing Plan

- A. The social media workflow
- B. Set S.M.A.R.T. social media campaign goals
- C. Determine social media marketing ROI (Return On Investment)
- D. Brand building
- E. Utilize various social portals
- F. Formulate a comprehensive social media campaign