

Course Objectives/Course Outline
Spokane Community College

Course Title: Content, Social and Digital Marketing
Prefix and Course Number: MMGT 225

Course Learning Outcomes:

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

- Identify the content marketing strategy for digital and social media
- Create a social media platform
- Create content for social media and digital marketing
- Launch and monitor cross channel social media campaigns

Course Outline:

I. Introduction to Online Content Development

- A. Basics of Story Telling
- B. Basics of Story Boarding
- C. Basics of Graphic Design
- D. Basics of Video and Video Editing

II. The Social Media Platform

- A. The Rise of Social Media
- B. Platform Channels and their Segments
- C. Matching Channels to your Target market
- D. Matching Content to Target Market
- E. Ethical Behaviors
- F. Cultural Issues

III. Basics of Digital Media

- A. Blogs
 - 1. Blog platforms
 - 2. Write for a blog audience
 - 3. Blog promotion
- B. Getting the most out of your Website(s)
 - 1. SEO SAO
 - 2. Creating brand awareness
- C. Google Ad Words
 - 1. What is it
 - 2. Create a Campaign
 - 3. Monitoring Campaign
- D. Retargeting
 - 1. What is it?
 - 2. How to create a Campaign

- E. Newsletters and Email Campaigns
- 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 on mobile

IV.

V. Social Networking Creating Cross Channel/Platform Strategy and Campaigns

- A. Plan social and digital media strategy
- B. Campaign Tools
- C. Launching a Campaign, Reach and Budget
- D. Monitoring Channel Performance of Campaign
- E. Reporting of Campaign Results ROI
- F.