

Spokane Falls Community College
COURSE LEARNING OUTCOMES

Prefix and Course Number:	MMGT 125
Course Title:	Social Media Marketing
Version Date:	February 7, 2020

Course Learning Outcomes

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

1. Discuss the evolution of social media marketing and identify related ethical issues to communicate its impact on businesses.
2. Describe S.M.A.R.T. social media goals to achieve successful online campaigns.
3. Create effective social media marketing strategies for various types of industries and businesses.
4. Identify the major social media marketing portals that can be used to promote a company, brand, product, service or person.
5. 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.
6. Create a social media marketing plan and track progress in achieving goals with a variety of measurement tools, services, and metrics.