

**Spokane Falls Community College**  
**COURSE LEARNING OUTCOMES**

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<b>Prefix and Course Number:</b>	MMGT 128
<b>Course Title:</b>	Social Media Marketing Campaign
<b>Version Date:</b>	February 7, 2020

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**Course Learning Outcomes**

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

1. Observe the social Web to identify specific organization's target market and create a baseline of current Web presence.
2. Establish measurable campaign goals for the organization.
3. Design innovative strategies to achieve campaign milestones.
4. Select appropriate social media portals to effectively reach the target market.
5. Create compelling content to attract and influence the intended audience.