COURSE LEARNING OUTCOMES (CLOs)
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. Work cooperatively within a social media community by observing and listening critically with openness, then act ethically and follow through on commitments when communicating with varied audiences and build positive reputation within the community.
4. Explain how to develop effective social media marketing strategies for various types of industries and businesses.
5. Describe the major social media marketing portals that can be used to promote a company, brand, product, service or person.
6. 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.
7. Put together 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. Networking within a social medium
   C. Ten Commandments of power account submitters
   D. Participation is the Key to Marketing Online
      1. The Cluetain Manifesto: Markets are Conversations
      2. The "participation is marketing" phenomenon
   E. Examination of major social media marketing case studies
   F. Using social media for reputation management
   G. 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 Twitter to transform business
   2. Creating brand awareness
   3. The tools of the Twitter trade
   4. Searching for people to follow on Twitter

C. Social Networking
   1. Define social networking
   2. Facebook
   3. MySpace
   4. LinkedIn
   5. The big social networks aboard

D. Information Networks
   1. Define human social-edited search
   2. Wikipedia promotion
   3. Mahalo promotion
   4. Q&A sites
   5. Wiki creation

E. Using Bookmarking for Social Media Marketing
   1. Social bookmarking sites
   2. StumbleUpon
   3. Delicious
   4. Other bookmarking sites

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
   1. Marketing on Flickr
   2. Marketing on YouTube
   3. Video blogging
   4. Creating a Podcast

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. Strategize in social media communities