10104109 Social Media Strategies

Course Outcome Summary

Course Information

Description  Explore current and up-and-coming online platforms, applications, and tracking methods for social media and determine how they are revolutionizing the marketing landscape. You will set up social media accounts, learn basic terminology, and incorporate best practices into marketing strategies. You will learn which platforms fit best with an organization’s strategic goals, how to integrate content across them, interpret the analytics, and tailor them to maximize results.

Career Cluster  Marketing

Instructional Level  Associate Degree Courses

Total Credits  3

Textbooks


Course Competencies

1. Understand what social media is and how this type of media and communications technology influences business, target audiences and marketing.

2. Understand key principles of “connected consumers” from psychological and sociological perspectives, and how these principles can be leveraged when developing social media marketing strategies.

3. Develop skill in using the social media tools currently available for business/marketing communication.

4. Discover innovative uses for social media in a variety of business areas and processes.

5. Understand how to use various social media channels to publish and disseminate relevant branded content in order to engage consumers and to increase social impact, influence, and value.

6. Develop a strategic plan for using social media in a company with specific goals.