

Western Technical College

10104210 Marketing - Social Media Strategies

Course Outcome Summary

Course Information

Description	Compare and contrast the strengths and weaknesses of various social channels for a particular business concept. Investigate social connection strategies for building sales and brand awareness.
Career Cluster	Business Management and Administration
Instructional Level	Technical Diploma Courses
Total Credits	1
Total Hours	18

Textbooks

No textbook required.

Course Competencies

1. Compare the strengths and weaknesses of various social channels

Assessment Strategies

1.1. Strengths and Weaknesses Table

Criteria

You will know you are successful when:

- 1.1. you list seven social media channels
- 1.2. you list three strengths for each social media channel
- 1.3. you list three weaknesses for each social media channel
- 1.4. you determine reach of each social media channel

Learning Objectives

- 1.a. Determine which customer you are targeting.
- 1.b. Explain which social channel is better for a particular market (customer).
- 1.c. List the strengths of social channels.
- 1.d. List the weaknesses of social channels.

2. Investigate social connection strategies.

Assessment Strategies

2.1. Written Product

Criteria

You will know you are successful when:

- 2.1. you explain the social media connection strategy
- 2.2. you include research from three valid sources using CRAPP
- 2.3. you provide three reasons why you picked the particular social media channel
- 2.4. you identify what the social influencer is for your social channel

Learning Objectives

- 2.a. Define social connection strategy
- 2.b. Identify your social media goal for your target customer
- 2.c. Identify social influencers within your target social community
- 2.d. Determine which social strategy best meets your needs

3. Align social media strategies business objectives.

Assessment Strategies

- 3.1. Writtten Product

Criteria

You will know you are successful when:

- 3.1. you include description of target market segment(s)
- 3.2. you include social media objectives
- 3.3. you include social media SMART goal
- 3.4. you include data from social media test (screen shot or other actual demonstration)
- 3.5. you include what the data means for the social media channel you utilized

Learning Objectives

- 3.a. Write two social media objectives
- 3.b. Investigate social media strategies that align with the objectives
- 3.c. Test a social media strategy for social media objectives