



Course Description

MAR2101 | Social Media Marketing | 3.00 credits

This course addresses the changes in marketing as a result of social media. The student will explore in-depth the role of social media in marketing. The student will focus on developing an effective marketing plan utilizing social media, with an emphasis on the importance of building an online customer community and developing customer engagement and loyalty.

Course Competencies:

Competency 1: The student will learn how organizations use social media marketing to engage their customers by:

1. Defining social media and distinguishing between social media platforms and tools
2. Identifying ways organizations use social media to develop and maintain customer relationships
3. Describing how this media reaches consumers/audiences in “real-time” and has the potential of creating a “viral” effect
4. Outlining and developing the elements of a social media marketing plan
5. Identifying the qualities of effective social media content
6. Illustrating how influencers generate followers online and build communities based on interest

Competency 2: The student will comprehend the importance of using social media to connect with customers by:

1. Explaining the shift from transaction-based marketing to relationship and social marketing
2. Reviewing the importance of setting goals, targeting an audience, and developing strategies for a social media initiative
3. Labeling the role that social media plays in the consumer decision-making process
4. Identify the types of digital display advertising, its basic banner formats, video ads, native advertising copy/creative, and how these ads convert users into customers
5. Describing what a landing page is, what an API is, and how they are used to create online experiences and communities based on interests

Competency 3: The student will learn the different means of monitoring, measuring, and managing social media marketing campaigns and performance by:

1. Identifying the foundational vocabulary and terminology of social media marketing and analytics
2. Describe how to set campaign objectives properly, monitor and measure performance, and create synergy between the different elements of the campaign
3. Using multitouch attribution models

Competency 4: The student will evaluate the strategic, ethical, and legal issues related to social media marketing by:

1. Explaining the risks and ethical implications of user-generated content
2. Assessing the ramifications of the “real-time” and potentially “viral” aspect of user-generated communications
3. Describing the privacy concerns of users

Competency 5: The student will evaluate the changes to marketing that feature interactive technologies and allow for engaging customers in dramatically different ways from the past by:

1. Recognizing various commonly used social media and digital marketing tools
2. Outlining the history of social media and describing how these networks transitioned from individually to socially driven communities
3. Outlining the evolution of the smartphone as a conversation tool from 1:1 to 1:1xn and how smartphone social applications facilitate, enhance, and complete sharing of conversations, ideas, photos, moments, etc.
4. Comparing and contrasting a wide variety of commonly used social media platforms and digital marketing tools in order to assess their effectiveness, as well as potential risks, limitations, and

shortcomings vis-à-vis the objectives of the campaign and their usefulness for facilitating customer communications and interactions

5. Appraising new social media sites or tools to objectives related to developing new markets and sources of revenue

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Demonstrate knowledge of diverse cultures, including global and historical perspectives
- Use computer and emerging technologies effectively