Course Description

MAR4233 | Social Media Marketing Application | 3.00 credits

This course introduces students to social media and marketing functions and strategies that are essential to consumer involvement, community engagement, and customer relationship management. Students will learn about the dynamics of social marketing, trends in new technology, and integrated marketing through online platforms. Prerequisite: MAR 3803.

Course Competencies

Competency 1: The student will be able to demonstrate the role and impact of social media in digital marketing and its integration with other digital marketing channels by:

1. Describing the landscape of traditional, digital, and social media marketing
2. Comparing and contrasting the major social media platforms, how they function, and what role they play in marketing
3. Creating SMART goals and identify KPIs
4. Defining target audience and their customer journey
5. Comparing and contrasting various channels such as SEO and pay-per-click advertising, content marketing, email marketing

Competency 2: The student will be able to illustrate how to create effective social media posts and how to create a strong brand to help build a social media presence by:

1. Developing and managing a social media presence for a business
2. Creating a business account on social platforms
3. Planning and composing content for social media
4. Constructing a brand, tone, and voice for a social media audience
5. Generating a content calendar
6. Evaluating the performance of content on social media and to iterate and optimize the performance

Competency 3: The student will be able to analyze and interpret social media data and metrics to measure campaign success and use data-driven insights to optimize and improve performance by:

1. Analyzing dashboards and evaluate ROI from social media marketing efforts
2. Comparing and contrasting different techniques used to optimize marketing campaigns, such as attribution and marketing mix models
3. Implementing an A/B test to optimize campaign
4. Organizing social media content using SEO key words

Competency 4: The student will be able to create and manage high-quality, engaging social media content across multiple platforms and formats by:

1. Developing a content strategy
2. Creating engaging and effective social media content including video, live streaming, and interactive features
3. Demonstrating methods to customize content for audience
4. Utilizing storytelling to create compelling content
5. Designing and formulating advanced advertising campaigns on social media platforms, including the use of remarketing and retargeting techniques

Competency 5: The student will be able to demonstrate how social media works in SEO and online reputation management and develop strategies to improve visibility and manage online reputation by:

1. Evaluating the relationship between social media and search engine optimization (SEO)
2. Demonstrating how to Optimize social media profiles and content for SEO
3. Implementing link building strategies

Updated: Fall 2025

4. Measuring and analyzing social media and SEO performance
5. Analyzing and implementing latest trends, tools, and techniques to improve search engine visibility

Competency 6: The student will be able to apply the principles of engagement and community management on social media, including the use of conversational marketing and customer service by:
1. Defining and establishing a community
2. Developing community strategies and processes
3. Illustrating strategic content decision for a community
4. Demonstrating how to engage and moderate a community
5. Measuring and analyzing community success

Learning Outcomes:
- Communicate effectively using listening, speaking, reading, and writing skills
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information