



MASTER COURSE OUTLINE

A. CPRO 1770 Social Media Campaigns, Analytics and SEO

B. COURSE DESCRIPTION:

This course focuses on developing the skills required to manage, implement, optimize and analyze social media campaigns. The necessary elements and stages of a successful social media campaign, from concept to implementation to analytics will be covered. SEO (Search Engine Optimization) techniques will be discussed. Analytic tools will be used to analyze the traffic visiting a web site. This course is part of the Computer Technology program which is an accredited program in World Organization of Webmaster (WOW) Professional Academy.

(4 Cr - 4 lect, 0 lab)

C. ****Core Theme:** Critical Thinking

D. MAJOR CONTENT AREAS:

- Defining project management and project management terms
- Planning a campaign
- Social Media Strategies
- Social Media Advertising
- Analytics
- SEO
- Keywords
- Site Optimization
- Communicating project information
- Assigning resources and costs
- Tracking progress
- Sharing project information
- Meeting deadlines

E. GOAL TYPES, OBJECTIVES, AND OUTCOMES:

| <u>GOAL</u> | <u>OBJECTIVES</u> | <u>OUTCOMES</u> |
|-----------------------------|---|---|
| ** <u>Critical Thinking</u> | Students will be able to analyze the logical connections among the facts, goals, and implicit assumptions relevant to a problem or claim; generate and evaluate implications that follow from them. | The student will successfully 1. analyze the results of a social media campaign. Compare results to the assumptions at the beginning of the campaign. |

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| <u>CS</u> | establish online presence | 1. utilize social media simulator to create an online presence. |
| <u>CS</u> | assign resources and costs. | 1. enter cost and resource data for simulated project appropriately. |
| <u>CS</u> | analyze the results of the campaign. | 1. summarize the metrics available for the social media sites. |
| <u>CS</u> | create an organic SEO plan which optimizes a web site for search engines without any out of pocket expenses. | 1. Improve simulated web sites page ranking. |
| <u>CS</u> | identify keywords for web site | 1. create a list on keywords that increase web site ranking and traffic to the site. |

F. SPECIAL INFORMATION:

This course requires the use of the Internet, the submission of electronically prepared documents and the use of a course management software program. Students will be required to create accounts on social media sites. Students who have a disability and need accommodations should contact the instructor or the Student Success Center at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or current media, upon request.

G. COURSE CODING INFORMATION: Course Code T/Class Maximum 30; Letter Grade

Revision date: 11/28/17; 12/20/17

AASC Approval date: 1/23/18

| *Riverland Community College Disciplines | MnTC Goal Number |
|---|-------------------------|
| Communication (CM) | 1 |
| Natural Sciences (NS) | 3 |
| Mathematics/Logical Reasoning (MA) | 4 |
| History and the Social & Behavioral Sciences (SS) | 5 |
| Humanities and Fine Arts (HU) | 6 |

| **Riverland Community College Core Themes | MnTC Goal Number |
|--|-------------------------|
| Critical Thinking (CT) | 2 |
| Human Diversity (HD) | 7 |
| Global Perspective (GP) | 8 |
| Ethical and Civic Responsibility (EC) | 9 |
| People and the Environment (PE) | 10 |

*These five MnTC Goals have been identified as Riverland Community College Disciplines.

**These five MnTC Goals have been identified as Riverland Community College Core Themes. NOTE: The Minnesota Transfer Curriculum "10 Goal Areas of Emphasis" are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.

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