



## MASTER COURSE OUTLINE

A. CPRO 1750 Intro to Social Media Marketing

B. COURSE DESCRIPTION:

This is an introductory Social Media Marketing course that explores the rapidly growing multibillion-dollar digital marketing industry. Topics include social media platforms, strategy implementation, and measurement tools. An emphasis will be placed on blogging and writing copy for the web. This course will give students a strong foundation for dealing with the ever-changing audience, platforms and technologies of digital marketing.

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:

- Role of social media marketing
- Setting goals and planning for social media
- Identifying target audiences
- Social media platforms
- Blogging & content creation
- Mobile marketing
- Tracking the progress and measuring social media success
- Using social media for marketing
- Creating a social media strategy
- The return on investment (ROI) of social media
- Tactics to get found in social media

E. GOAL TYPES, OBJECTIVES, AND OUTCOMES:

| <u>GOAL</u>                 | <u>OBJECTIVES</u><br>Students will be able to  | <u>OUTCOMES</u><br>The student will successfully  |
|-----------------------------|--|---|
| ** <u>Critical Thinking</u> | gather factual information and apply it to a given problem in a manner that is relevant, clear, comprehensive, and conscious of possible bias in the information selected. | 1. complete written assignments that evaluate the students' understanding of social media marketing |
| <u>CS</u>                   | analyze business requirements to determine the appropriate social media strategies to  | 1. define a set of social media goals customized for the business and                               |

|           |  |   |
|-----------|--|---|
|           | implement that would provide the highest ROI and productivity.   | <ul style="list-style-type: none"> <li>identify the best social media tools to accomplish these goals.</li> <li>2. explore the return on investment by establishing goals and methods to track overall progress.</li> </ul> |
| <u>CS</u> | identify tactics to ensure that the social media efforts are converted into business opportunities and increase overall traffic. | <ul style="list-style-type: none"> <li>1. choose the appropriate metrics to measure, increase conversion rate and traffic.</li> </ul>   |
| <u>CS</u> | demonstrate the methodologies and techniques to help your business get found by your customer.                                   | <ul style="list-style-type: none"> <li>1. identify the best strategies to increase the opportunity of a business getting found in Search and Social Media.</li> </ul>   |
| <u>CS</u> | describe the process of creating a social media campaign and measuring the success of a campaign.                                | <ul style="list-style-type: none"> <li>1. describe a social media campaign and identify tracking metrics to monitor and measure the success of a campaign.</li> </ul>   |
| <u>CS</u> | explore how to market to a target audience.  | <ul style="list-style-type: none"> <li>1. identify the target audience for a specific business goal.</li> </ul>   |
| <u>CS</u> | demonstrate the writing styles appropriate for web content and blogging.   | <ul style="list-style-type: none"> <li>1. create and maintain a blog presence.</li> </ul>   |

F. SPECIAL INFORMATION:

This course may require use of the Internet, the submission of electronically prepared documents and the use of a course management software program. 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. Students will be required to create accounts on social media sites.

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

Revision date: 04/01/12; 4/3/18

AASC Approval date: 5/8/18

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

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

\*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.

Riverland