



BT 1300

Division: Business and Technology

Department: Business Technology

Course: BT 1300

Title: Social Media Marketing

Catalog Description:

Social Media Marketing is designed to provide participants with a foundation and skill set in a new, evolving world of social media tools and strategies, which can be immediately applied in the workplace and in life. Students will learn how to create meaningful relationships with customers, colleagues, and employers all online. The course will provide a solid introduction around online community building and creating value using social media interaction. Facebook, LinkedIn, Twitter, YouTube, blogs, forums, and other relevant social media tools will be introduced and practiced.

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: Yes

Justification:

This course is designed to give students a basic introduction to the exciting world of social media. It serves students that want to expand their knowledge and skill base to include the latest social media tools and techniques. Employees will be asked to take on increased social media responsibilities as part of their future jobs and careers. The course will allow students to incorporate social media into their future career plans. Students will learn about tools for effective business networking online.

Student Learning Outcomes:

1. Students will be able to utilize widely used social media platforms to market themselves and their ideas.
2. Students will be able to communicate, collaborate, and exchange ideas and information within relevant online communities.
3. Students will be able to analyze and discuss social media trends and new developments.
4. Students will be able to identify the concept and power of online communities and social media strategies.
5. Students will understand the value of online interaction as an informational research and collaboration resource.

6. Students will be able to evaluate human online behavior from a historical and cultural context.
7. Students will complete a capstone project that they can use in a business or to better market themselves professionally.

Content:

- Defining social media and why it is important
- Using today's most popular social media tools to build relationships and increase productivity
- Recognizing the importance of building an online community
- Creating and executing impactful social media campaigns
- Understanding trends in mobile applications and how social media intersects with mobile technology
- Exploring real-world case studies of the effective use of social media within business-to-business and business-to-consumer settings
- Integrating social media concepts into an organization's overall marketing strategy
- Utilizing social media tools such as Facebook, LinkedIn, Twitter, YouTube, Google+, blogs, forums, etc.

General Education Outcomes:

- 4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Students will find articles on social media themselves as well as follow a prescribed list of online articles as dictated in the course material. Students will research, read, and then analyze the articles. Some assignments will include a summary or abstract for each article. The instructor will evaluate the submitted abstracts.

In their written work students are asked to analyze the role of social media and how it is constantly changing. Students will analyze how social media has changed the way we communicate, the way we market, and the way we do business.

Applied Education Outcomes:

- 1) Students will acquire entry-level skills specific to and appropriate for employment in their chosen field of study.

Students will demonstrate the ability to locate social media resources for use in promoting a business. Through hands-on assignments and instructor/peer reviews, the student will develop important workplace skills to assist a business in developing its online presence via social media.

Key Performance Indicators:

Student Learning Outcomes will be assessed by two or more of the following Key Performance Indicators:

-Exams

-Quizzes

-Written Assignments

-Literature Review

-Article Analysis

-Case Studies

-Online Participation and Involvement

Representative Text and/or Supplies:

Because of the ever changing nature of this topic, a text book is optional. A series of articles, videos, informational clips, websites, and other online resources will be used for the content of this course.

Optimum Class Size: 16

Maximum Class Size: 30

Signatures:

I hereby submit this course syllabus:

Russ Johnson, MIM, Assistant Professor

I hereby find this course consistent with the goals and resources of the Business Technology Department:

Lisa Anderson, MS, Associate Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)