

MKTG 2231 INTERMEDIATE SOCIAL MEDIA MARKETING

3 CREDITS

SYLLABUS

CATALOG DESCRIPTION

This course is designed to give students an understanding of the concepts involved in integrated marketing communication (IMC) with a focus on social media and the role they play in advertising, public relations, branding, and corporate communication strategies. Focus will be on the planning, research and creative skills needed to reach promotional objectives through a social media campaign. May be preparation for an industry certification exam.

Prerequisites: MKTG 2215

Semester Offered: SPRING

GENERAL EDUCATION STUDENT LEARNING OUTCOMES

In the New Mexico General Education Curriculum students take courses in a variety of content areas, which may include Communications, Mathematics, Science, Social and Behavioral Sciences, Humanities, and the Creative and Fine Arts. Specific course requirements depend on your program. All general education courses focus on at least three of these skills. Other courses may also develop these skills.

Through these courses, students develop five essential skills:

COMMUNICATION

QUANTITATIVE REASONING

CRITICAL THINKING

PERSONAL AND SOCIAL RESPONSIBILITY

INFORMATION AND DIGITAL LITERACY

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or general education learning outcomes. For more information, please refer to the Dean of the appropriate School.

PROGRAM LEARNING OUTCOMES

Upon successful completion of this program, students will be able to ...

1. Utilize common business terminology, information search skills, presentation and writing skills, and team skills.
2. Recommend strategic and creative business options using data gathered through research and current technological applications.

3. Define and identify generally accepted accounting practices and apply legal and ethical principles to marketing activities.
4. Recognize the various media available for planning purposes and analyze factors to determine appropriate media sections to engage customers and meet organizational needs.
5. Develop various aspects of the marketing mix to address challenges and maximize both internal and external opportunities.
6. Utilize digital marketing strategies, tools, and analytics for developing engaging online marketing campaigns, measuring marketing performances, and evaluating campaign profitability to meet organizational goals and objectives.

COURSE LEARNING OUTCOMES

Upon successful completion of the course, students will be able to...

1. Describe how integrated marketing attempts to meld all aspects of marketing, communication, and some aspects of customer experience to achieve a messaging unity through advertising, sales promotion, public relations, direct marketing, and social media.
2. Explain the design process for delivering a consistent message across channels to create a unified and seamless experience for consumers when they interact with a business or brand.
3. Evaluate the efficacy of different social media channels.
4. Describe best practices in the use of social media platforms and websites to promote a product, service, or event.
5. Develop a unified, integrated social media strategy for an organization or event.