

**J. Sargeant Reynolds Community College  
Course Content Summary**

**Course Prefix and Number:** MKT 284

**Credits:** 3

**Course Title:** Social Media Marketing

**Course Description:** Surveys the use of social networks and online communities such as blogs, wikis, and virtual events that allow companies to expand their interaction with customers and develop relationships with collaborative communities. Emphasizes the ongoing transformation of the way companies adjust their marketing plans to improve interaction with customers online. Lecture 3 hours per week.

**General Course Purpose:** The course examines social networks and social media platforms from entrepreneurial and marketing perspectives. The rise of social media and online communication not only has afforded new avenues of influence on consumers, but it has also given consumers new avenues for purchasing goods and services. The course aims to introduce students to the technology-driven environment of the Internet and help them gain a better understanding of the value of social, digital, and mobile devices and platforms. Students will assess digital marketing in the context of electronic commerce and mobile advertising.

**Course Prerequisites and Co-requisites:**

None

**Student Learning Outcomes:**

Upon completing the course, the student will be able to

- a. Define social media marketing and the methods used to reach customers;
- b. Explain how social media marketing influences customers;
- c. Select the appropriate social media for online marketing strategies;
- d. Integrate digital initiatives into a marketing plan; and
- e. Measure the results of social media marketing efforts.

**Major Topics to Be Included:**

- a. Overview and growth of social media marketing
- b. Types of social networks available
- c. Benefits and limitations of digital marketing
- d. Tactics and tools involved with online marketing
- e. Social media marketing strategies
- f. Establishing a web presence
- g. Selecting appropriate target markets
- h. Budgeting for social media marketing
- i. Goals for online marketing and defining success
- j. Evaluating success

**Date Created/Updated** (Month, Day, and Year): January 18, 2019