

**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, 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 to voice their opinions, creating new opportunities for marketers. 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. Individuals who are or will be buyers or sellers of social media will benefit from taking the course.

Course Prerequisites and Co-requisites:

None

Course Objectives:

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 corporate presence
- g. Selecting appropriate target markets
- h. Budgeting for social media marketing
- i. Goals for online marketing and defining success
- j. Evaluating success

Effective Date of Course Content Summary: November 18, 2014