



HOUSATONIC COMMUNITY COLLEGE

Course Name: Social Media Marketing

Course Number: BMK 208

Credits: 3

Catalog description: Facebook, blogs, Instagram, YouTube, Twitter, and other new technologies have changed and challenged the marketing landscape. By analyzing case studies and examining current uses of social media marketing, students will learn how to harness the power of user-generated content to create buzz, position products, and raise brand awareness. The course will emphasize strategies for measuring the effectiveness of social media marketing campaigns.

Prerequisite: None

Corequisite, or Parallel: None

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

- | | |
|---|---|
| <input type="checkbox"/> BHEL | Behavioral Science elective |
| <input checked="" type="checkbox"/> BUS | Business elective |
| <input type="checkbox"/> C | Computer Literacy (satisfies requirement) |
| <input type="checkbox"/> COMP | Computer Science Elective |
| <input type="checkbox"/> FINA | Fine Arts elective |
| <input type="checkbox"/> HUM | Humanities elective |
| <input type="checkbox"/> MATH | Mathematics elective |
| <input type="checkbox"/> SCI | Science elective |
| <input type="checkbox"/> SSCI | Social Science elective |



Course objectives:

General Education Goals and Outcomes:

None

Course Specific Objectives:

Students who successfully complete this course will be able to:

1. Determine appropriate channels for social media marketing campaigns
2. Use data to develop messages that engage the target audience
3. Debate current trends and controversies in social media marketing
4. Analyze and evaluate effectiveness of social media marketing campaigns
5. Show practical usage of social media

Course Content:

1. Social consumers
2. Social media tools and programs
3. Traditional marketing terminology
4. Social media terminology
5. Application of social media by businesses and organizations
6. Social media marketing strategy
7. Tactical planning and execution
8. Social media publishing
9. Social media metrics and analytics
10. Social Media data measurement and management

Date Course Created: 03/12/2020

Date of Last Revision: 03/12/2020