

**Collin College - Continuing Education COURSE
SYLLABUS**

COURSE INFORMATION

Course Number: WEBT 7180

Course Title: Social Media Marketing Technologies Basics

Course Description: Effective use of social networking technologies as part of the internet marketing ecosystem. Hands-on practice for distributing content and driving engagement across social channels to deliver tangible results. After this course, you will have a thorough understanding of how businesses use social media marketing to gain brand recognition, attract potential clients/customers, grow an email database, increase website visitors, drive engagement, and more.

Suggested Course Prerequisite(s): WordPress Basic, or basic understanding of the major social networks.

Student Learning Outcomes: This course provides business professionals, sales and marketing professionals, and entrepreneurs with a foundation of knowledge necessary to create a beneficial organic social media marketing strategy. These skills can be applied within the workplace immediately or used to market a small business. Students will demonstrate proficiency using social networking accounts, including Facebook, LinkedIn, Twitter, YouTube, Pinterest, Instagram. Define measurable social media goals, create ROI benchmarks, and develop engaging, always-on, competitive edge campaign and brand management content for businesses on social networks: Facebook, Twitter, Pinterest, LinkedIn, Instagram, YouTube, etc.

Certification Notes: This course satisfies one elective for the Digital Marketing Certificate

Next course recommendation: Social Media Marketing Technologies – Advanced

Textbook: None

Lesson Plan – by week or session:

Session 1: Understanding the Personal Facebook accounts vs. Business accounts: marketing strategies

Session 2: Optimizing Facebook Business Pages

Session 3: Creating and optimizing Twitter and Instagram profiles and marketing strategies

Session 4: Creating and optimizing Pinterest business accounts

Session 5: Basics to creating and optimizing LinkedIn personal profile and LinkedIn Company Page

Session 6: Creating and optimizing YouTube Channels

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

Refund Policy: Please refer to www.collin.edu/ce/inforegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act:

Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.