

**Collin College - Continuing Education
COURSE SYLLABUS**

COURSE INFORMATION

Course Number: WEBT 7175

Course Title: Social Media Marketing Technologies Advanced

Course Description:

This course provides hands-on instruction for developing the required skills to succeed in the evolving world of social marketing.

Suggested Course Prerequisite(s):

WordPress I and Social Media Marketing Technologies Basics, or equivalent experience.

Course Resources: Textbook(s): N/A

Student Learning Outcomes:

Demonstrate proficiency in the following skills:

- Advertising features on popular social media platforms*
- Strategies for optimizing advertising campaigns
- Tools and approach to advertising management

*Platforms covered: Facebook, LinkedIn, Twitter, Pinterest, Instagram, YouTube

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

Next course recommendation:

Internet Marketing Using YouTube
Internet Marketing Using Targeted Content
Facebook Blueprint
Email Marketing

Lesson Plan – by week or session:

Session 1: Elements of Advertising on Social Media. Ad Campaigns, Measuring Performance, Tracking, Funnel, and other concepts for success.

Session 2: Facebook's organic advertising opportunities
Creating Audiences, Location Targeting, Email Audiences

Session 3: Understanding Facebook's multiple paid advertising options and the powerful pull you can create for your brand

Session 4: Using LinkedIn's paid advertising, as well as attraction and relationship marketing strategies

Session 5: Understand and optimize Twitter and Pinterest Paid & Free Advertising

Session 6: Retargeting using YouTube, Facebook, and Google Ads. Tools, workflow, and organization for managing campaigns.

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:

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