



Course Outcome Summary

Required Program Core Course

MCOM 151 Fundamentals of Social Media

Course Information

Division	Business
Contact Hours	45
Total Credits	3

Prerequisites N/A

Course Description

This course is a review of social media marketing and its impact on business, including the evolution of the social media landscape, careers, content creation practices, business guidelines and monetization opportunities. This is a course designed for both the student who wants to understand social media's place in the overall business strategy and the student who will take further courses in the field.

This course is a required core course for students pursuing an Associate of Applied Science Degree in Digital Media Marketing & Communication

Program Outcomes Addressed by this Course:

Upon successful completion of this course, students should be able to meet the program outcomes listed below:

- Communicate clearly and effectively in both oral and digital forms to an intended audience using appropriate strategies and methods.
- Employ writing/ communication tactics to create concise, persuasive content that support organizational, communication, and marketing objectives.
- Discern and evaluate different social media platforms' scope, audiences, and organizational usage benefits and risks.
- Use effective design and visual tools and layouts to effectively communicate digital messages.

Course Outcomes

In order to evidence success in this course, the students will be able to:

- Understand social media channels and relevant audiences
Linked Program Outcome: C.
- Identify/Recognize the basic types of social media accounts
Linked Program Outcome: C.
- Demonstrate understanding of personal vs. business social media content
Linked Program Outcome: B, C.
- Demonstrate understanding of the ever-changing social media landscape
Linked Program Outcome: C
- Demonstrate and practice the ability to create social media platforms based on business strategy
Linked Program Outcomes: B, C

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