



Course Outcome Summary

Required Program Core Course

MCOM 251 Social Media Marketing

Course Information

Division	Business
Contact Hours	45
Total Credits	3

Prerequisites MCOM 151

Course Description

This course is a hands-on review of the social media business landscape. Students will learn social media content strategy, branding, audience targeting, engagement strategies and content creation. This is a course designed for both the student who wants to understand social media's place in the overall business 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 audience personas and targeting via social media content
Linked Program Outcome: C.
- Identify platforms to engage with target audience
Linked Program Outcome: C.
- Demonstrate understanding evolving social media platforms and best practices
Linked Program Outcome: B, C.
- Implement social content creation tactics and best practices
Linked Program Outcome: C
- Demonstrate understanding of social content strategy and engagement with audience
Linked Program Outcomes: B, C

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