MCOM 115
Digital and Social Media Marketing
3 Credits

Community College of Baltimore County
Common Course Outline

Description

MCOM 115–Digital and Social Media Marketing: prepares students to create and manage effective digital and social media marketing strategies. Through the use of simulation, students learn how to use digital and social media to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers. This course also explores how social media helps businesses gain a competitive advantage through the creation and distribution of relevant and consistent content.

Pre-requisites: ACLT 052 or ACLT 053 or (ESOL 052 and ESOL 054)

Overall Course Objectives

Upon completion of this course, students will be able to:

1. describe how social media has disrupted traditional marketing;
2. analyze the importance of and benefits of social media marketing;
3. develop personal brands;
4. create a social media marketing strategy;
5. create and optimize business profiles on social networks;
6. implement a social media content strategy on social networks;
7. describe the benefits of and how to market with blogs, vlogs, podcasts and webinars;
8. launch a social media marketing campaign;
9. create a social media influencer marketing strategy;
10. create an employee advocacy program;
11. explain social media advertising on each social network;
12. investigate social selling; and
13. interpret social media analytics and measure ROI.

Major Topics

  I.   Introduction to Social Media Marketing
 II.   Developing Your Personal Brand
III.   Social Media Marketing Strategy
 IV.   Marketing with the most important social media platforms
  V.   Blogs, Vlogs, Podcasts and Webinars

VI.   Social Media Marketing Campaigns
VII.   Influencer Marketing with Social Media
VIII.   Employee Advocacy
IX.   Social Media Policies and Crisis Response Plan
X.   Social Media Advertising
XI.   Social Selling
XII.   Social Media Analytics and Measuring ROI

Course Requirements

Grading will be determined by the individual faculty member, but shall include the following, at minimum:

- Active participation in class discussions
- Two written assessments
- Seven social media marketing simulations
- Final exam such as Hootsuite Certification

Written assignments and research projects: Students are required to use appropriate academic resources in their research and cite sources according to the style selected by their professor.

Other Course Information

This course is an MCOM elective course.

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