



College of Continuing  
and Professional Education

## Course Syllabus

### Social Media Marketing Certificate

**Prerequisites:** Working knowledge of computers is required. Experience and/or familiarity with common social media platforms is recommended.

**Required Materials/Texts:**

- *Socialnomics: How Social Media Transforms the Way We Live and Do Business* 2<sup>nd</sup> Edition
- *Social Marketing to the Business Customer: Listen to Your B2B Market, Generate Major Account Leads, and Build Client Relationships*

**ISBN:**

978-1118232651

978-0470639337

**Web access required.** Lecture power point decks and additional resources will be posted to KSU's Moodle web site for download. Class participants may either print hard copies for class or bring personal laptops in order to work with soft copies. KSU will *not* provide printed materials for class. Wireless Internet is available in all classrooms.

**Course Description:** Gain the knowledge and skills to effectively use social media to market your business. The Social Media Marketing Certificate will teach you the basics of content creation and management for social media including blogs, podcasts, and posts. You will be introduced to the most popular platforms such as Facebook, Twitter, YouTube, LinkedIn, and Pinterest. Learn which platforms are the best fits for your company and metrics for measuring your social media marketing success. This course will also address the legalities of social media, search-engine optimization, and crowdsourcing.

**Course Length:**

The Social Media Marketing Certificate course is scheduled to meet on Mondays and Wednesdays, from 6:00PM to 9:00PM for 4 weeks.

**Criteria for Successful Completion:**

80% attendance (7 classes) **and** 70% or better grade on final exam are required to receive a Certificate of Completion and CEUs for this course.

**Instructor:** Tyra Burton, Department of Marketing and Professional Sales, Coles College of Business

**Learning Outcome(s):**

Upon successful completion of this class, the learner will be able to:

- Understand the history of Social Media and recognize various platforms
- Manage Social Media within recommended guidelines and Copyright/Trademark regulations
- Use Social Media through Content Management
- Use Search Engine Optimization (SEO) and Collaborative Marketing to effectively market through Social Media
- Establish metrics for measuring Social Media marketing success

**Assessment of Learning Outcomes:** Through in-class exercises, each student will demonstrate the ability to navigate the various platforms of Social Media and to manage Social Media effectively.

**Methodology:** Lecture, class discussion, class assignments, A/V presentation, real-life experience, classroom exercises.

**Course Outline:****Session 1:****Introduction**

Introduction to the class

Introduction to Social Media

**What is Social Media?**

How Social Media developed

**Managing Information**

Aggregators

Google Alerts

Blogs

**Session 2:****Getting your company ready for Social Media****Content Management**

Touchpoint analysis

Scheduling

Creating content

Managing content programs

Planning Worksheets

**Session 3:****The Legal side of Social Media**

In-house guidelines

Copyright and Trademark Implications

**Blogs**

Blogger

Tumblr

Wordpress

a) Set-up

b) Services

### **Influencers**

Who are they?

How to find them

How to use them to benefit your brand

## **Session 4:**

### **Podcasting**

What is it?

Where to find

How to create

a) Hardware

b) Software

### **Facebook**

Creating groups and pages

Tips and Guides

Posts

Paid Promotion

Ads

Contests

## **Session 5:**

### **Google+**

Set-up and usage

Company profile

Hangouts

Authorship

### **SEO**

What is it?

How it is determined

How to affect it

Google's role

Organic search

### **YouTube**

Long-form video platforms

Setting up a channel

Managing content

## **Session 6:**

### **YouTube, continued**

### **Twitter**

Set-up and usage

Tips

### **Up and Coming Social Media**

**Session 7:**

**LinkedIn**

- Tips and Guides
- Review of profiles

**Pinterest**

- Majority female target audience
- Visual social media and bookmarking
- Set-up and management

**Session 8:**

**LinkedIn, continued**

- Review of profiles

**Collaborative Marketing & Crowdsourcing**

- Consumer-generated content
  - a) Encouraged
  - b) Organic

**ZMOT**

- Guidelines

**Metrics & ROI**

**Wrap Up**