

## ITMM 464 SYLLABUS

### ITMM 464 Social Media Marketing

Hours: 3 credit hours / 45 contact hours

Instructor: TBD

#### Textbook, title, author, and year:

*The Social Media Bible, Second Edition*, Safko, Lon, 2011

*Social Media Marketing: The Next Generation of Business Engagement*, Evans, Dave, 2010

- b. Media Tools: Review of current products and services
- c. Social Media Strategies
- d. Running a Social Business
- e. Social CRM Basic Data persistence
- f. Documents and iCloud
- g. Grand Central Dispatch, Background and You
- h. Drawing with Core Graphics

#### Specific course information

- a. **Catalog description:** Class participants will explore the tactics, tools and strategies of incorporating new media channels to successfully grow a business, and/or to maximize the goals of other types of organizations.
- b. **Prerequisites:** None.

#### Specific goals for the course

- a. **Course Outcome:** Students completing this course will have produced several case study reports demonstrating knowledge of the major tools, tactics, and strategies presented in the course, and will have developed a Social Media Marketing program for a real or fictional organization.
- b. **Course Student Outcomes:** Upon successful completion of the course the student should be able to:
  - Recall and discuss current tools, tactics, and strategies of Social Media Marketing appropriate to business requirements at the professional, managerial and executive levels.
  - Apply techniques learned in class in the development of a Social Media Marketing plan appropriate to each of these levels.
  - Describe and discuss how Social Media Marketing can be integrated in an organization's overall marketing plan.
  - Develop a Social Media Marketing program.

#### Topics to be covered

- a. Introduction Social Media Components and Tactics:
  - i. Social Networks
  - ii. Blogs & Microblogs
  - iii. Photo Sharing
  - iv. Audiocasting/Videocasting
  - v. Search Engine Optimization
  - vi. Search Engine Marketing
  - vii. Mobile Apps