COLLEGEWIDE COURSE OUTLINE OF RECORD

BUSN 252, SOCIAL MEDIA AND e-MARKETING

COURSE TITLE: Social Media and e-Marketing
COURSE NUMBER: BUSN 252
PREREQUISITES: MKTG 101 Principles of Marketing
SCHOOL: Business, Logistics, and Supply Chain
PROGRAM: Business Administration
CREDIT HOURS: 3
CONTACT HOURS: Lecture: 3
DATE OF LAST REVISION: Fall, 2012
EFFECTIVE DATE OF THIS REVISION: Fall, 2013

CATALOG DESCRIPTION: Provides an introduction to the world of e-marketing and a variety of social media tools. Integrates social media into organizational and marketing strategy. Explores the most popular e-marketing and social media tools. Emphasizes familiarity with different media, understanding the marketing objectives the media can help achieve, and establishing and enhancing e-marketing presence.

MAJOR COURSE LEARNING OBJECTIVES: Upon successful completion of this course the student will be expected to:

1. Identify the real-time informational value of social media.
2. Discuss the role of social media in overall marketing strategy to facilitate organizational goals, including but not limited to an integrated marketing communications program, differentiation, positioning, and branding.
3. Discuss the ethical and legal issues for social media and e-marketing.
4. Select correct social media channels for desired communication objectives.
5. Identify the differences between common social media tactics (i.e., Pages, Groups, Applications, Ads, Profiles, etc.) and the effective use of each.
6. Identify how social media can improve brand recognition, expand the customer base, generate loyalty, and build relationships.
7. Describe the impact of social media in delivering the marketing mix to the target market.
9. Develop traditional and micro-blogging as a method to engage in interactive conversations with customers to maintain or enhance customer experience and engagement with your brand, building trust, credibility, and loyalty.
10. Use professional social networking applications for recruitment and B-to-B communication (i.e., industry discussion groups, company buzz, polls of network and target groups).
11. Discuss the role of mobile technology and location-based proximity marketing tools to bring the Internet to point of sale and connect with customers where they are.
12. Create personalized online video marketing content and channels.
13. Develop familiarity with social media aggregators to manage various media efficiently and effectively.
14. Discuss social media as a global marketing tool.
15. Use social media to build a unique, valuable personal brand.

COURSE CONTENT: Topical areas of study include –

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<th>B-to-B communication</th>
<th>Blogs</th>
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<td>Brand loyalty</td>
<td>Buzz marketing</td>
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<td>Communication objectives</td>
<td>Customer relationship management</td>
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<td>Integrated marketing communications</td>
<td>Location-based proximity marketing</td>
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<td>Micro-blogging</td>
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<td>Niche marketing</td>
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<td>Podcasts and Webinars</td>
<td>Social media aggregators</td>
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<td>Social media channels</td>
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<td>Video marketing channels</td>
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