

**Bossier Parish Community College
Master Syllabus**

Course Prefix and Number: COMM 141 **Credit Hours:** 3
Course Title: Social Media Marketing
Course Prerequisites: None
Textbook: Charrello, Michelle, *Essentials of Social Media Marketing/Mimic Social Bundle*.

Course Description: This course covers the basics of social media and techniques to create a thorough social media strategy and marketing plan. A combination of theory, case studies, and real-world examples will be used to teach this course.

Learning Outcomes:

At the end of this course the student will

- A. Explain social media marketing;
- B. Discuss the goals of social media marketing; and
- C. Describe a social media marketing plan.

To achieve the learning outcomes, the student will

(The letter designations at the end of each statement refer to the learning outcome(s).)

- 1. Define social media marketing. (A)
- 2. Compare traditional marketing with social media marketing. (A)
- 3. Explain how to set social media marketing goals. (B)
- 4. Describe ways to link social media marketing goals to actions. (B)
- 5. Discuss steps in creating a social media marketing plan. (C)
- 6. Describe how to create social media marketing strategies. (C)

Course Requirements: This course requires attendance, class participation, assignments, exams, and projects as determined by the instructor.

Course Grading Scale:

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

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