

Bossier Parish Community College Master Syllabus

Course Prefix and Number: COMM 141 **Credit Hours:** 3

Course Title: Social Media Marketing

Course Prerequisites: None

Textbook:

Course Description: This course covers the basics of social media and techniques to create a thorough social media 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) and 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

Attendance Policy: The college attendance policy is available at <http://www.bpcc.edu/catalog/current/academicpolicies.html>

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