



COURSE SYLLABUS

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COURSE: OST 145 SOCIAL MEDIA FOR OFFICE PROFESSIONALS

HOURS: Lecture: 2 Lab/Shop: 2 Work Exp/Clinical: 0 Credits: 3

COURSE DESCRIPTION:

This course is designed to introduce the office professional to the concepts of social media. Topics include goal setting and strategies, identifying target audiences, rules of engagement, blogs, podcasts and webinars, sharing videos, pictures, and images, social networks, mobile computing, and social media monitoring. Upon completion, students should be able to create and utilize social media tools in the workplace setting.

PREREQUISITE(S): CIS 110 or CIS 111 or OST 137

COREQUISITE(S): NONE

TEXTBOOK(S) & OTHER SPECIAL REQUIREMENTS:

Zahay Debra, Mary Lou Roberts, Janna M. Parker, Melissa S. Barker, and Donald I. Barker.
Social Media Marketing: A Strategic Approach, 3rd ed. Boston, MA: Cengage 2023.
ISBN: 9780357516188

STUDENT LEARNING OUTCOMES:

Upon successful completion of this course, the student will be able to:

1. Understand what social media is and how it impacts the business world. Discuss its impact – personally and professionally.
2. Discuss how social media has progressed during the past few years.
3. Understand the implications of social media.
4. Research and discuss how businesses use social media to connect with its customers and its consumers.
5. Research and discuss how businesses create goals for social media.
6. Create at least three social media accounts and use them to interact during the class.
7. Analyze other students' social media accounts to make sure they are interacting in a positive way.

*****Please refer to the online version of the Richmond Community College Program & Course Catalog and the Student Handbook for current academic and general information.**