



## COURSE SYLLABUS

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**COURSE:**     **MKT 232     SOCIAL MEDIA MARKETING**

**HOURS:**     Lecture: 3     Lab/Shop: 2     Work Exp/Clinical: 0     Credits: 4

### **COURSE DESCRIPTION:**

This course is designed to build students' social media marketing skills by utilizing projects that give students hands on experience implementing social media marketing strategies. Topics include integrating different social media technologies into a marketing plan, creating social media marketing campaigns, and applying appropriate social media tools. Upon completion, students should be able to use social media technologies to create and improve marketing efforts for businesses.

**PREREQUISITE(S):** None

**COREQUISITE(S):** None

### **TEXTBOOK(S) & OTHER SPECIAL REQUIREMENTS:**

Open Educational Resources (OER) are listed in the course Moodle.

### **STUDENT LEARNING OUTCOMES:**

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

1. Integrate different social media techniques into a marketing plan.
2. Describe social media marketing strategies.
3. Create a social media marketing campaign, applying appropriate social media tools.
4. Create a plan to improve marketing efforts for businesses using social media.
5. Analyze the impact of social media marketing on consumer behavior.

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