Bemidji State University

MASC 3600: Social Media Marketing

A. COURSE DESCRIPTION

   Credits: 3
   Lecture Hours/Week: *. *
   Lab Hours/Week: *. *
   OJT Hours/Week: *. *
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None

   Social media has moved from a pastime to a professional endeavor. This course introduces the major
   social media platforms and theoretical constructs and examines how companies use social media for
   marketing, analytics and customer service. This course will give future media and communications
   professionals practical experience needed to successfully utilize social media for strategic endeavors.

B. COURSE EFFECTIVE DATES: 08/21/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

   1. Production of messages for use in social media campaign
   2. Theoretical constructs of social media platforms
   3. Use of social media platforms like Twitter, Facebook, Pinterest, LinkedIn and Instagram

D. LEARNING OUTCOMES (General)

   1. explain human social activity of the major social media platforms using social theory (Durkheim,
      Weber, Marx, and Tonnies).
   2. describe the practical uses, benefits and issues of popular social media platforms (Twitter, Facebook,
      Pinterest, LinkedIn, Instagram, etc.).
   3. construct, analyze and evaluate messages using major social media platforms.
   4. create a social media campaign using at least two of the many platforms presented in class.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

   None

F. LEARNER OUTCOMES ASSESSMENT

   As noted on course syllabus

G. SPECIAL INFORMATION

   None noted