Alexandria Technical and Community College

MKTG 2501: Marketing and Social Media Management

A. COURSE DESCRIPTION

Credits: 4
Lecture Hours/Week: 3
Lab Hours/Week: 1
OJT Hours/Week: *.*

Prerequisites:
This course requires either of these prerequisite categories
1. Both of these
   MKTG 1511 - Advertising and Sales Promotion (Number of Years Valid: 5)
   MKTG 1525 - Principles of Marketing
   Or
2. Both of these
   MKTG 1511 - Advertising and Sales Promotion (Number of Years Valid: 5)
   MKTG 2525 - Principles of Marketing (Number of Years Valid: 5)

Corequisites: None

MnTC Goals: None

Integrated marketing and social media plans have a significant impact on company success in today's marketplace. In this course, learners work closely with actual businesses to develop a comprehensive marketing plan. Learners are also exposed to the impact and merit of digital and interactive media on marketing communications. Learners develop an integrated social media plan that supports the marketing plan developed. Suggested prerequisites: MKTG1511 and MKTG2525.

B. COURSE EFFECTIVE DATES: 08/22/2016 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Work with local or regional business as a marketing consultant.
2. Research and gather marketing information for an assigned industry/business.
3. Write a situation analysis for an assigned company/product line.
4. Create a Strength, Weaknesses, Opportunities and Threats (SWOT) analysis for an assigned company/product line.
5. Develop financial and marketing objectives for an assigned company/product line.
6. Create a comprehensive strategy for an assigned company/product line including detailed tactics.
7. Determine the appropriate marketing mix for an assigned company/product line.
8. Determine key messages for all internal and external communications to support marketing plan.
9. Create usable social media campaign for an assigned company/product line.
10. Explore using technology to communicate with target market or channel for an assigned company/product line.
11. Forecast sales and marketing expenses for an assigned company/product line.
12. Present comprehensive marketing plan to assigned company/product line.
D. LEARNING OUTCOMES (General)
   1. The learner will research, write, and present a comprehensive marketing plan for a local or regional business for a specified target market or business idea.
   2. The learner will create a detailed social media campaign for their assigned local or regional business.
   3. The learner will be exposed to a real-life consulting experience.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted