Wake Technical Community College
Computer Technologies Division Syllabus

Course Number: WEB-214
Course Title: Social Media Marketing

Textbook Information
(Opens in Barnes & Noble Search window)
http://waketech.bncollege.com/webapp/wcs/stores/servlet/TBWizardView?catalogId=10001&langId=1&storeId=65227

Online and Hybrid Course Information

Students in Curriculum Education Online and Hybrid courses must complete the Course Entry Quiz during the first 10% of the course. The quiz can be found on the course’s Blackboard site on the first day of class. Students who fail to complete the quiz within the required time frame will be immediately marked as “NA” (Never Attending) and dropped from the class.

This class may include at least one proctored assignment and/or test that will require attendance at a testing center or an approved proctored location.

Course Description:
This course introduces students to social media for organizations. Topics include social media, marketing strategy, brand presence, blogging, social media analytics and technical writing. Upon completion, students should be able to utilize popular social media platforms as part of a marketing strategy, and work with social media analytics tools.

Software Used to Complete Coursework:
None

Other Required Equipment:
None

Special Instructions:
The student will need to have installed on his or her computer the latest version of the following browsers: Firefox, Internet Explorer and Google Chrome. MAC users should have the MAC equivalent browsers. MS Notepad or an equivalent text editor is also required. You will also need file compression application software such as ZipGenius for PC users or MacZip for MAC users available for free at download.com.

Credit Hours: Three (3) Semester Hours
Pre-requisites: ENG-111
Co-requisites: None
Course Goals:
See Student Learning Outcomes

Student Learning Outcomes:
Upon successful completion, students will be able to demonstrate (through completion of class work and assignments):

1. Identify and describe social media marketing and the major social media channels
2. Identify and describe the steps used in social media marketing strategic planning
3. Create a professional Social Media presence
4. Market themselves professionally across multiple Social Media channels by disseminating information using a variety of media
5. Define and describe the various types of Social Media Research and data collection errors.

Grading:
Grading information for this course can be found in Blackboard

Subject Areas:
Note: The order in which these subject areas are presented may be changed/modified by your instructor. This list is offered only as a guide. The pace of each class differs according to the instructional needs of the students in the class. Always consult with your instructor.

- Social media marketing
- Major social media channels
- Social publishing
- Social games and branding objectives
- Social commerce and e-commerce
- Data used in social media research
- Costs and benefits of social media marketing

Employability Skills:
Each student will be evaluated based on whether he or she demonstrates the skills that make them employable in their field. These skills may include, but are not limited to: promptness, presence, verbal articulation of subject matter concepts, quality of written communications, respect for their instructor, respect for their classmates, honorable presentation of original work, gracious acceptance of constructive criticism, attention to detail, and a dedication to excellence in their academic goals. These employability skills are direct reflections of the Wake Tech's Core Values. Ask your individual instructor about how employability skills will affect your grade, and your ability to work in your chosen field once you have completed your academic goals.
Classroom Policies

- Students are responsible for all of the information presented in the Wake Technical Community College Student Handbook.
- Please note that computers are to be used at all times for official course purposes.
- Use of computers for general web surfing, e-mailing, chat room discussions, social networking, and any other non-course related task is forbidden. Violation of this rule will result in a grade deduction and possible loss of computer privileges.
- The college forbids the use of all audible electronic equipment during instructional time.
- Forbidden devices include but are not limited to: cell phones, smart phones, MP3 players, tablets, and PDAs.
- If you miss a lecture or arrive late, you are responsible for the material presented, handouts distributed, and any announcements made that day. The instructor will not provide notes for missed classes.

The Core Values of Wake Technical Community College
(Opens in a new window)
https://www.waketech.edu/catalog/history-statement-values-and-accreditation

Student Code of Conduct, Rights, and Responsibilities
(Opens in a new window)
https://www.waketech.edu/catalog/student-code-conduct-rights-and-responsibilities

Disability Support Services (DSS)
Disability Support Services (DSS) is available for students who require academic accommodations due to any physical, psychological, or learning disability. To determine eligibility, contact the office at 919-866-5670. Wake Technical Community College strives to make its websites accessible and usable for people of all abilities. We continue to make improvements and enhancements to our website accessibility features. If you find a feature that is not accessible, or if you have an immediate need, please contact accessibility@waketech.edu.

Copyright Wake Technical Community College All Rights Reserved