

**University of Arkansas – Fort Smith
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General Syllabus

MKTG 41363 Social Media Marketing

Credit Hours: 3 Lecture Hours: 3 Laboratory or other types of Hours: 0

Prerequisite: Admission to the College of Business and MKTG 34303 Principles of Marketing Management or consent of instructor

Effective Catalog: 2020-21

I. Course Information

A. Catalog Description

Explores the still-emerging world of social media from both the conceptual and the tactical viewpoints. Develops a conceptual approach for explaining/predicting which social media programs will successfully attract users and which will successfully achieve business objectives.

II. Student Learning Outcomes

A. Subject Matter

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

1. Evaluate the current state of social media, its history and development as well as key players and markets.
2. Diagnose strengths and weaknesses of social media strategies.
3. Examine the earmarks of a social media effort that will attract users.
4. Relate the earmarks of a social media effort that will achieve business and profit objectives.
5. Develop social media strategies.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Communication Skills (written and oral)

Students will develop and present a coherent set of business recommendations designed to improve or initiate the social media presence of a real-world entity. This would include the development of business and communication objectives, plus an integrated set of strategic moves and tactical actions to achieve those objectives.

Analytical Skills**Critical Thinking Skills**

Students will interpret quantitative measures to make strategic/tactical recommendations.

Analytical Skills**Quantitative Reasoning Skills**

Students will isolate quantitative measures relevant to business problems and analyze those measures using tools such as Facebook Advertising.

III. Major Course Topics

- A. Branding in the Social Media Age
- B. “Social Failures” and Why They Are Key to Social Media Success
- C. How Social Networks Are Built
- D. Qualities of Social Platforms
- E. Strategic Trade-Offs in the Design of Social Platforms
- F. What Draws Users to Social Sites, and What Does Not
- G. What Makes Social Sites Unprofitable
- H. The Future of Social Media