COCONINO COMMUNITY COLLEGE
COURSE OUTLINE

Prepared by: Kristine Ketel, MA.   August 3, 2017
Status: Special Topics
Effective Date: Fall 2017

A. Identification:
   1. Subject Area: Communication (COM)
   2. Course Number: 298
   3. Course Title: Social Media for Business: Communication and Marketing
                                  (Banner Shortened Title: Social Media for Business)
   4. Credit Hours: 2
   5. Course Description: Learn how to build a community of followers on several popular social media
       platforms in order to promote your products, services, or mission. Learn how to increase sales, donations,
       and brand recognition, while understanding the communication expectations of the different platforms.
       Two lecture.

B. Course Goals: The old style of "blast and wait" marketing has been replaced with "inform and connect." This
    course's goal is to teach how effectively communicating with your customers builds trust and increases
    awareness, which can have a significant impact on an organization's bottom line.

C. Course Outcomes
    Upon successful completion of this course, students will be able to:
    1. Describe the potential benefits of specific social media platforms;
    2. Compare and determine the best platforms for a specific organization as well as general industry
        segments;
    3. Apply communication concepts, such as voice and persuasion, to specific posting examples;
    4. Demonstrate knowledge of best practices in the platforms covered;
    5. Compose messaging on a variety of platforms;
    6. Assess the value of different social media platforms to solve specific communication goals.

D. Course Outcomes Assessment will include:
    1. assignments and other interactive activities;
    2. and test, quizzes, or other evaluative methods.

E. Course Content will include the following topics for each of the social media platforms covered:
    1. Who: Who is the primary audience for the target platform?
    2. What: What is the platform's primary purpose?
    3. Why: Why this platform over others?
    4. When: When are the popular posting times for this platform?
    5. Where: Where can you post about?
    6. How: How do you use the platform to its best advantage?
    7. Plan: Understanding how each platform is part of a larger marketing, communication, and business plan
    8. Expectations: Follower communication expectations of each platform
    9. Citizenship: How to be a good "citizen" on each platform. (connected to "Expectations" above)
    10. Technical Details: How to post, share, follow, reply, and otherwise navigate each platform
    11. Management: Recommendations for tools and processes for managing multiple platforms