DMKT2240 - Social Media Marketing with AI Integration

Credits:	3 (3/0/0)
Description:	This course explores how organizations create and distribute compelling social media content to build brand awareness, engage audiences and drive measurable marketing results. Students learn the principles of visual storytelling through concept development, video production and basic audiovisual editing techniques, along with best practices for writing, designing and optimizing platform-specific content. Students develop the ability to interpret social listening and performance data to adjust strategy and improve engagement outcomes.
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Explain the strategic role of social media within an omnichannel digital marketing environment, including how platforms influence brand visibility, engagement and conversion. 2. Develop audience personas and community-building strategies using demographic data, psychographic insights, and social listening results to increase connection and loyalty. 3. Evaluate audience insights, engagement patterns and channel functionality to adjust content strategy and tone across social media channels in support of organizational goals, formats and brand objectives. 4. Design platform-specific content strategies using professional and Artificial Intelligence (AI)-assisted tools that leverage visual storytelling, copywriting and multimedia production techniques to build brand awareness and engagement that aligns with brand voice, campaign goals and accessibility standards. 5. Utilize analytics platforms to measure performance using Key Performance Indicators (KPIs) such as reach, engagement, retention, sentiment, conversions and community growth, and recommend data-driven improvements. 6. Analyze platform algorithms, audience behavior and social listening insights using native analytics and AI-powered tools to identify trends, opportunities and risks. 7. Construct a comprehensive social media content plan or campaign that integrates scheduling, content optimization, engagement tactics, community management and performance reporting. 8. Implement ethical and responsible social media practices, including evaluating AI-generated content for accuracy, bias, copyright considerations and transparency. 9. Apply foundational video production and editing techniques to create short-form social media content that supports campaign objectives and enhances audience engagement.
MnTC goal areas:	None

**Can be taking as a Prerequisite or Corequisite.*

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