

## SOMM2200 - Social Media Management

Credits:	3 (2/1/0)
Description:	This course will instruct students on the basics of social media management, primarily from a business and marketing perspective. An emphasis will be placed on industry-established planning, management and measurement processes. Students will learn the tools necessary to manage a company's social program at any point, from setting up a program from scratch to performing ongoing maintenance and assessment that will ensure continued success.
Prerequisites:	<ul style="list-style-type: none"> <li>• MKTG1200</li> </ul>
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> <li>1. Understand the role and required skill sets of a digital content manager and identify successful management processes and tools.</li> <li>2. Practice industry planning strategies to map out digital content that is timely, regularly published and consistent with promotional objectives.</li> <li>3. Learn how to set up the most common social networks and determine the structure and features most appropriate for various purposes.</li> <li>4. Explore and apply optimization techniques to increase audience awareness and engagement.</li> <li>5. Learn and implement audience engagement tactics to augment a brand's relationship with its online communities.</li> <li>6. Examine a variety of measurement tools and strategies and understand the criteria involved in producing the desired metrics.</li> <li>7. Employ industry-established measurement tools to create reports that can be used to assess a social media campaign's return on investment (ROI).</li> <li>8. Understand how to use a social media monitoring stream to track online interactions and learn how to use this information to discover engagement opportunities.</li> <li>9. Establish best practices for maintaining the desired level of security and privacy within a social platform, both for the host organization and for members of its online communities.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.