

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"> • MKTG1200
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> 1. Understand the role and required skill sets of a digital content manager and identify successful management processes and tools. 2. Practice industry planning strategies to map out digital content that is timely, regularly published and consistent with promotional objectives. 3. Learn how to set up the most common social networks and determine the structure and features most appropriate for various purposes. 4. Explore and apply optimization techniques to increase audience awareness and engagement. 5. Learn and implement audience engagement tactics to augment a brand's relationship with its online communities. 6. Examine a variety of measurement tools and strategies and understand the criteria involved in producing the desired metrics. 7. Employ industry-established measurement tools to create reports that can be used to assess a social media campaign's return on investment (ROI). 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. 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.
MnTC goal areas:	None

*Can be taking as a Prerequisite or Corequisite.