Course Syllabus

Course Title: Social Media Networking Technologies

Course Description:
Effective use of social networking technologies as part of the internet marketing ecosystem. Hands-on instruction; students create and work with their own business social media accounts.

Course Prerequisite(s):
WordPress Basic, or equivalent experience

Course Objectives:
Demonstrate proficiency using media and social networking accounts, including Facebook, LinkedIn, Twitter, YouTube, Pinterest and more

Next Class Possibilities:
Internet Marketing Technologies; YouTube Marketing

Textbook(s):
Social Media Marketing All-in-One for Dummies
Authors: Jan Zimmerman, Deborah Ng; Publisher: For Dummies/Wiley
ISBN: 978-1118215524

Lesson Plan – by week or session
Session 1: Creating Your Social Media Strategy
Session 2: Facebook, Twitter, Google+, LinkedIn, Pinterest, YouTube: Marketing Strategies and Potentials
Session 3: Integrating Social Media Marketing into Websites
Session 4: Email Marketing – Beyond the Newsletter
Session 5: Digital Marketing, SEO and Social Media
Session 6: Content Marketing