Course Title: Social Media Marketing Technologies - Basics

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 and apply basic social media marketing strategies.

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
Social Media Marketing Technologies - Advanced

Instructor Notes:

Textbook: OPTIONAL
Social Media Marketing All-in-One For Dummies, 4th Edition
by Jan Zimmerman, Deborah Ng; For Dummies; 978-1-119-33039-4

Lesson Plan – by week or session
Session 1: Creating Facebook brand page and marketing strategies
Session 2: Creating and optimizing LinkedIn profile and LinkedIn Company profile; marketing strategies
Session 3: Creating and optimizing Twitter and Pinterest profiles and marketing strategies
Session 4: Creating and optimizing Google+ personal & business profiles; marketing strategies
Session 5: Creating and optimizing YouTube channels; marketing strategies
Session 6: Digital Marketing, SEO and Social Media

Course Sessions: listed are a guideline to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.
**Method of Evaluation:** Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

**Americans with Disabilities Act:** Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student’s responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.

[http://www.collin.edu/studentresources/personal/studenthandbook.aspx](http://www.collin.edu/studentresources/personal/studenthandbook.aspx)