

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Social Media Marketing

COURSE NUMBER: BMK 400

PRE-REQUISITE(S): BMK 305

COURSE DESCRIPTION:

This
opportunities (and challenges) that it affords marketers, managers, and consultants who are concerned with how to efficiently and effectively advertise/promote brands and products. Primary focus will be on understanding social media platforms, how to build social media marketing strategies, and how to track their effectiveness.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Understand key resources and social media tools that are currently available as well as future tools and platforms.

Learning Objectives: The student will:

- A-1 Evaluate how consumers interact socially, e.g., via word-of-mouth, and what information spreads/diffuses over social networks and how it spreads
- A-2 Identify how corporations and businesses use social media in business
- A-3 Evaluate what various companies have done or are currently doing
- A-4 Obtain hands on experience with various social media tools such as LinkedIn, YouTube, Facebook, Twitter, etc.
- A-5 Point out recent and current trends and innovations in social media

GOAL B:

Identify problems and opportunities that must be addressed in a Social Media Marketing plan when developing a social media marketing strategy.

Learning Objectives: The student will:

- B-1 Develop and implement a social media Marketing Plan

