ROCHESTER COMMUNITY AND TECHNICAL COLLEGE
COMMON COURSE OUTLINE

Course discipline/number/title: BUS 2143: Social Media Management Strategies

A.   CATALOG DESCRIPTION
1. **Credits: 3**
2. **Hours/Week: 3**
3. **Prerequisites (Course discipline/number):** None
4. **Other requirements:** None
5. **MnTC Goals (if any):** NA

B.   COURSE DESCRIPTION: This course develops the management strategies needed to effectively oversee social media activities within a global business context. It addresses the manager's strategy of operation as it relates to various online systems, content creation, paid amplification, interpretation of engagement metrics/sentiment analysis and return on investment analysis in development of organizational social media plans.

C.   DATE LAST REVISED (Month, year): February, 2023

D.   OUTLINE OF MAJOR CONTENT AREAS:
1. Current digital ecosystem and social media influence upon various channels of commerce
2. Global business environment and use of social media specialized digital assets
3. Advanced content creation and distribution to meet business objectives
4. Return on investment evaluation through engagement metrics and sentiment analysis
5. Paid amplification of content
6. Strategic planning

E.   LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Explain the current digital landscape and role of social media and its direct and indirect influence upon the customer.
2. Articulate the use of social media within the global business context and the need for country specific assets.
3. Develop advanced content and distribution strategies to include device type by leveraging new tools and forms to meet business objectives.
4. Identify the value contribution of social media efforts through data driven analysis.
5. Describe the various paid placement opportunities within each social media platform.
6. Develop an organizational social media strategic plan.

F.   LEARNING OUTCOMES (MNTC): NA

G.   METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:
1. Assignments, projects and/or case analysis
2. Quizzes and Exams

H.   RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcome(s):
Critical Thinking. Students will think systematically and explore information thoroughly before accepting or formulating a position or conclusion.

I.   SPECIAL INFORMATION (if any):