

Course Description**MAR1931 | Fundamentals to Social Media and Search Engine Marketing | 1.00 – 3.00 credits**

This course provides an introduction on how to use social media and search engines for marketing and learning how to grow the brand value of companies. Students will be exposed to the latest social media trends and search engine marketing techniques.

Course Competencies

Competency 1: The student will recognize the importance of investing in both social and search engine marketing by:

1. Classifying high level strategies from social and search engine marketing and their main differences
2. Comparing and contrasting search engine marketing and social media marketing.
3. Examining how search engine marketing contributes to social media marketing
4. Recognizing how they are utilized in the industry setting

Competency 2: The student will understand the concepts of social networks and content creation by:

1. Analyzing the basic principles of social media marketing
2. Distinguishing between traditional and social media marketing
3. Identifying the target audience and defining their needs and goals
4. Examining data extraction and its utilization in the creation of a social media
5. Explaining how to introduce the concept of engaging and acquiring customers with content creation
6. Exploring the concept of seeding and how to use content effectively over multiple social platforms

Competency 3: The student will assess how Facebook or Twitter operates and their value proposition by:

1. Examining how Facebook works as a platform for community building, content marketing and brand promotion
2. Identifying various Facebook platform features to target audiences and drive results
3. Illustrating a plan to deliver a Facebook advertising strategy, using various advertising tools and formats
4. Designing, customizing, and promoting a Twitter account to build a profile for a business, brand, and an organization
5. Analyzing Twitter ads and specific formats to run campaigns and promote content

Competency 4: The student will analyze applications and concepts of search engine marketing by:

1. Examining how each discipline within search marketing interacts and affects others
2. Identifying how search marketing fits within the digital marketing practice
3. Analyzing pay-per-click advertising and analytics and how they drive targeted, high-converting traffic
4. Evaluating concepts related to Search Engine Optimization and Search Engine Results Pages (SERPs)

Competency 5: The student will identify fundamental concepts of PPC advertising by:

1. Exploring how to implement a Google AdWords campaign and generate traffic and conversions
2. Utilizing the AdWords Keyword Planner to recognize how strategic keyword selection is used in search engine marketing
3. Evaluating the commercial viability of a campaign and how to bid effectively
4. Differentiating different types of bids and how to optimize them

Learning Outcomes:

- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively