

BA 235: Social Media Marketing

Covers the use of social networks and emerging media in marketing and the role of social media in developing corporate, institutional or brand identity.

Due to the nature of the course, all students will be required to access and use social media for course completion both for research purposes and for exploration of communication options within social media networks. Protection of privacy and the legal ramifications of social network use is a significant topic of this course and will be stressed throughout the class duration.

Course Student Learning Outcomes

Upon successful completion, students should be able to:

- Write a social media marketing plan for a new or existing product.
- Identify primary social media channels used by corporations and analyze the function of each channel in order to participate in channel decisions and discussions within marketing teams.
- Use terminology related to use of social media in a marketing context.
- Develop both proactive and reactive strategies to manage corporate messaging in a social media environment.
- Identify and respond to significant legal and ethical issues related to social media including laws and voluntary agreements covering protection of individual information protection.
- Use understanding of privacy and data integrity issues associated with social media to identify both personal and institutional data privacy threats and maintain both personal and institutional data integrity.

Credits: 4

Prerequisites: [WR 115 RD 115 MTH 20](#) Equivalent placement test scores also accepted.

Program: [Business Administration](#)