

Course Outline

Course Code, Number, and Title:

MARK 4810: Social Media Strategy

Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

Credits: 3

Transfer Credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, and Corequisites:

To succeed in today's economy, organizations must incorporate social media into their marketing and business strategies. In this course, students examine the role of social media today and how to use it to meet organizational goals. Through a variety of methods and activities such as lectures, guest speakers, case studies, applied projects, industry certification (e.g. Hootsuite Academy certification) and simulations, students learn the fundamental principles and techniques for designing and developing effective social media goals, objectives, and strategies for all types of organizations.

Note:

Students will receive credit for only one of MARK 3150 or 4810. MARK 3150 may not be used to satisfy the MARK 4810 requirement.

Registration in this course is restricted to students admitted to the Post-Degree Diplomas in Business Administration and Marketing Management.

Prerequisite(s): A minimum "C" grade in BUSM 4805 and MARK 4800

Learning Outcomes:

Upon successful completion of this course, students will be able to

- Develop Social Media Strategies
- Define Social Media Goals, Objectives & Metrics
- Develop a Content Strategy & Calendar
- Differentiate between Advertising and Transactional Monetization Models
- Establish a Monetization Strategy & Plan
- Apply Basic Social Media Analytics Practices
- Calculate Return on Investment (ROI)

Instructor(s): TBA

Office: TBA

Phone: TBA

Email: TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8

Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.

Assessments and Weighting:

Final Exam %

Other Assessments %

(An example of other assessments might be:) %

Information currently unavailable, please consult Department for details.

Grading:

Specific grading schemes will be detailed in each course section outline.

Information currently unavailable, please consult Department for details.

Detailed Course Schedule:

Information currently unavailable, please consult Department for details

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies: