SAMPLE COURSE OUTLINE

Course Code, Number, and Title:

DGMD 2155: Engaging Audiences: Content, Strategy, and Analytics

Course Format:
[Course format may vary by instructor. The typical course format would be:]

Lecture 1.0 h + Seminar 1.0 h + Laboratory Hours 2.0 h

Credits: 3.0   **Transfer Credit:** For information, visit bctransferguide.ca

Course Description, Prerequisites, Corequisites:

Social media marketing empowers brands and creators to connect directly with their target audience, building authentic relationships while sharing their story through engaging content. Students learn the terminology and strategies involved in planning online and social media marketing campaigns and explore various tools used to create, optimize, and manage content while establishing brand consistency. They learn to measure the efficiency of a campaign and to adjust it, to increase visibility and improve user engagement, in this dynamic field.

Prerequisites: A minimum "C" grade in DGMD 1155, DGMD 2255, or DGMD 2400

Learning Outcomes:

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

1. Follow the process of creating websites, blogs, and social media marketing strategies, from planning to execution and managing assets
2. Define online branding and design content to enhance brand awareness
3. Apply marketing principles to develop an integrated campaign strategy to create and grow an online audience
4. Employ analytics to track performance and gain insights
5. Integrate SEO (Search Engine Optimization) techniques to optimize content, increase visibility, and drive targeted traffic to boost engagement and conversions
6. Build and manage a community by leveraging key social media channels and tools to create effective business promotions
7. Create content for digital campaigns that aligns with industry standards on ethics, privacy, and security to uphold brand integrity and build a positive reputation.

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Instructor(s): TBA
Office: TBA   **Phone: (604) 323-XXXX**
Office Hours: TBA   **Email: 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 100%
[An example of other assessments might be:]

Assignments: 40%
Project: 40%
Participation: 20%

This course has been approved by Education Council for Prior Learning Assessment (PLAR).
PLAR eligibility requirements/criteria: 1.   To be determined (See Department)

If you meet the eligibility criteria and are enrolled in a program, please contact the department chair for more information. For information on policy, visit E2004: Prior Learning Assessment & Recognition.
Grading System:
Specific grading schemes will be detailed in each course section outline.

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Topics Covered:

[Topics covered may vary by instructor. An example of topics covered might be:]

1. History, evolution, and impact of social media on businesses and society
2. Platforms Overview
3. Content Creation
4. Content Strategy
5. Content Creation Tools
6. Creative ways to use content
7. Brand Consistency
8. Content Optimization
9. Static & Animated Content
10. Online Marketing Principles
11. Target Audience
12. Paid Advertising
13. Newsletter
14. Private Communities
15. Analytics & Metrics
16. Linktree Architecture
17. Community Engagement
18. Campaign Management
19. Campaign Management Tools (Hootsuite, Buffer, ...)
20. Influencers
21. Public relations, handling negative feedback, and ethical considerations
22. Trends and future predictions
23. Meta Description Optimization
24. SEO (Search Engine Optimization)
25. Readability and Accessibility
26. ROI (Return On Investment

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:

Information unavailable, please consult Department for details.
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