

**Eastern WV Community & Technical College
Master Course Record**

Course Prefix and Number: BUS 261
Course Title: Social Media Strategies
Recommended Transcript Title (if over 40 characters)
Date Approved/Revised: 4/27/20
Credit Hours: 3 Contact hours per week (Based on 15 week term): 3 Lecture: 3 Lab:
Prerequisite: None Corequisite: None Pre/Corequisite: None
Grading Mode: Letter
Catalog Description: This course will study the specific strategies and tactics to leverage social media platform. It covers best practices in social media marketing and communications mix.
Course Outcomes: <ol style="list-style-type: none"> 1. Explain the role of social media for marketing decision-making 2. Develop a Social Media presence for large corporate entities, small businesses and individuals 3. Evaluate success of social media initiatives 4. Integrate knowledge from different sources to develop effective social media strategies 5. Explain best practices in Social Media and work on websites that include Facebook, Instagram, LinkedIn, Twitter, etc., as well as blogs, feedback mechanics, and more
Implementation Cycle: Fall
Role in College Curriculum: (Check all that apply) <input type="checkbox"/> General Education Core (Specify category) <input type="checkbox"/> Technical Core <input checked="" type="checkbox"/> Restricted Elective AAS AST, AAS BUS, CAS AST, CAS BUS <input type="checkbox"/> General Elective <input type="checkbox"/> Workforce Education <input type="checkbox"/> Other (Please specify)
Course Fee: None
Instructor's Qualifications: Master's degree with eighteen graduate hours in business
Expanded Course Description: It will evaluate the success of Social Marketing. Other topic covered include confidentiality and privacy using social media, crowdsourcing, blogs, wikis, virtual communities, video sharing, social bookmarking, etc. and their impact on organizations. The use of social media technologies will be explored.

Prepared by: Seyed Mirkhani / Division Chair for Business, Computer and Information Technology 04/06/20

03/12/20

Name, Title Date

Approved Per LOT Minutes

Dean, Teaching and Learning Date

Course Number & Title: BUS 261 Social Media Strategies
 Date Prepared/Revised: 4/6/20
 Date Course Approved by Curriculum Committee: 4/13/20
 Date Course Approved by LOT: 4/27/20