

# Minnesota State University Moorhead

## MC 354: Social Media Metrics

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

A course designed to teach the principles, processes, and techniques of evaluating the social media choices using industry established metrics. The learning objectives of this course include, to: 1) develop an awareness and understanding of the social media measurement process; 2) develop an awareness and understanding of the various metrics available for measuring social media objectives; 3) develop an understanding of the criteria involved in selecting an appropriate metric for measuring a given outcome; 4) provide an experience in the measurement of an objective(s) in a social media campaign; 5) develop an understanding of the process of analyzing and interpreting the data generated in a social media campaign; and 6) develop an understanding of the process of reporting the results of measurement in a social media campaign.

**B. COURSE EFFECTIVE DATES:** 09/19/2013 - 09/08/2014

### C. OUTLINE OF MAJOR CONTENT AREAS

None

### D. LEARNING OUTCOMES (General)

None

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted