

Dakota County Technical College

MKTC 2719: Social Media B-to-B Marketing

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

B-to-B relationships and transactions are typically high-touch and maintained through direct interfacing with customers. With social media, B-to-B marketers can interact with prospects and customers using an array of tools. Using social media can enhance a customer's engagement with an organization and build key business relationships. Today's business customer wants to be part of the product or solution development process. In this course, students will learn how social media channels are great avenues to build and maintain business relationship with customers.

B. COURSE EFFECTIVE DATES: 08/27/2012 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Discuss the difference between B-to-B and consumer social media marketing
2. Explain the changing rules of B-to-B marketing
3. Learn how to use social media for the business customer
4. Define winning buy-ins for the business customer
5. Explain how social media can create negative publicity and also be used in organizational crisis management to create positive publicity
6. Discuss the various platforms to conduct social media
7. Learn to plan social marketing campaigns for the business customer
8. Discuss how to obtain lead generation from the business customer
9. Explain how to profit from social networking
10. Learn to access ROI from social media initiatives
11. Discuss how to maximize the opportunities to have social media further organizational goals
12. Discuss how to think critically in order to create appropriate organizational social media marketing strategies
13. Learn the best practices for blogging with a B-to-B customer
14. Explain how to set up a Wikipedia page for businesses
15. Discuss how to develop a podcast valuable to business customers
16. Explain when to use a podcast vs. a vodcast with business customers
17. Learn how to create blog that business customers will gravitate to
18. Discuss how to develop a consistent message to business customers through social media
19. Explain how to use various social media tools through the sales process
20. Discuss software options in social media to enhance the B-to-B relations
21. Explain how to develop stronger channel relationships with social media marketing
22. Discuss how to create a social organization representative of management styles
23. Address copyright concerns with B-to-B social media strategies
24. Discuss cloud-based customer relationship management (CRM)
25. Explain the importance of customer feedback in social media marketing
26. Discuss the importance of determining specific roles of personnel within the organization to help create and implement social media strategies
27. Discuss the concept of inside-out marketing in relation to B-to-B social media marketing
28. Define how to best use search engine optimization (SEO) in B-to-B social media marketing
29. Address the organizational group decision making processes using B-to-B social media
30. Discuss how to manage leads through B-to-B social media
31. Explain how to profit from online communities
32. Address legal considerations using B-to-B social media strategies
33. Discuss how to manage the lead management process through B-to-B social media marketing
34. Explain how individual restrictions and regulations can affect social media
35. Learn how to do market research through B-to-B social media marketing
36. Discuss how to use metrics/web statistics to determine ROI on B-to-B social media marketing
37. Address how to handle misinformation of your business in social media
38. Discuss the overall importance of understanding if and why various social media strategies/tools should be used to enhance an organization's marketing mix
39. Define the social funnel concept
40. Explain how to compensate and use incentives with employees in a B-to-B social media environment
41. Understand how social media marketing strategies fit into the comprehensive marketing mix strategies

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42. Discuss how to use webinars in conducting B-to-B social media marketing

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted