

Dakota County Technical College

MKTC 2716: Social Media Campaigns

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

With the advancements in social media, the area of advertising and promotions has transformed to more of a direct communications through immediate feedback. This course will focus on how to create and implement a social media campaign utilizing the latest in social media tools. Students will understand how to incorporate social media strategies in their overall promotions plan. The course will include search engine optimization (SEO) marketing strategies.

B. COURSE EFFECTIVE DATES: 08/27/2012 - 12/31/2015

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