

# Dakota County Technical College

## MKTC 2713: Social Media Marketing Tools

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Explore the world of social media marketing and how it is changing the marketing communications field. Examine the impact of new and emerging technologies available to a marketer. Assess the available social media tools to determine which ones make sense for individual businesses. Learn how to implement industry-leader social web tools.

**B. COURSE EFFECTIVE DATES:** 05/21/2012 - 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