

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