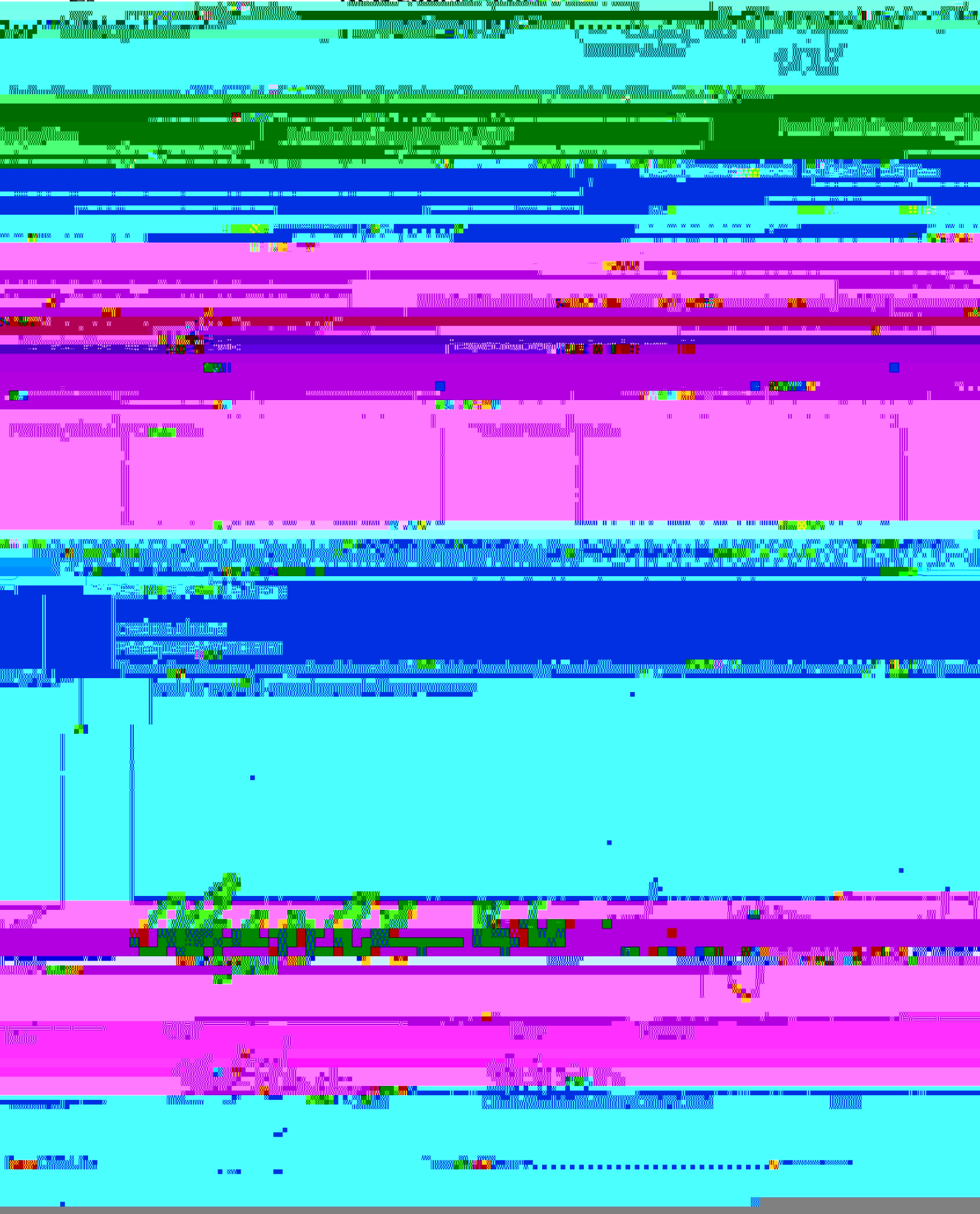


New Course (Nov 2015)



Course 8352 - Learning outcomes: students who complete MKTG 4505 will be able to:

- Understand the ways in which business and non-profits use social media marketing to engage customers;
- Understand the foundational vocabulary and terminology of social media marketing.

Appropriate state

Does this course replace another existing course?

Does this course replace another existing course? Yes No

If yes, which course?

Are any special course fees associated with this course? Yes No NO

If yes, explain the need for fees:

Note: All fees are subject to approval by institution and/or USG.

What categories of resources are needed to support this course? Check all that apply.

- Faculty
- Equipment
- Technology
- Space
- Library Resources

Provide a description of each unique resource used in the course:

**Middle Georgia State University
School of Business
Social Media - MKTG 4505 – 27569
3 Credit Hours
Spring 2018**

Instructor: Rachel M. Vigness; MBA, PMP
Office phone: 478-273-7567
Office hours: By request
Email: D2L email or rachel.vigness@mga.edu

attention. leave a message and/or text 478-273- 7567.

- Capably analyze new social media sites or tools that develop in the future and apply them to marketing and business needs or objectives related to developing new markets and sources of revenue.

Course Policies:

1. **ASSIGNMENTS & EXAMS:** Assignments are to be handed in on time, typed. You **must** complete all major assignments to pass the class. Make-up exams are provided at my

discretion and only in cases of extenuating circumstances.

6. **END OF COURSE EVALUATIONS:** Student evaluations of faculty are administered online at the end of each term/session for all courses with five or more students. Students will

enrolled. All responses are anonymous and completion of evaluations are voluntary.

7. **MGMT 4105 Capstone Course:** The material covered in this class is subject to being

MODULE

TOPIC

READING

	Goals & Strategies	Chapter 2
2	Identifying Target Audiences	Chapter 3
	Rules of Engagement for Social Media	Chapter 4
3	SM Platforms and Social Networking Sites	Chapter 5
	Social Media Marketing Plan	Chapter 15
4	Mid-Term Exam	Chapters 1-5 & 15
5	Microblogging	Chapter 6
	Content Creation and Cl...	Chapter 7