

**Western Dakota Technical Institute  
800 Mickelson Drive  
Rapid City, SD 57703**

**Master Syllabus**

**Course Number:** BUS 205  
**Course Name:** Social Media Marketing  
**Credits:** 3  
**Contact Hours:** 3 Lecture

**Course Description:** Social media has revolutionized the marketing landscape and how businesses connect and interact with customers. Explore the ever-changing world of social media marketing through case studies, discussions, and exercises. Learn the history of social media, how it has grown into the phenomenon it is today, and what that means for businesses and marketing. Identify and discover various social media marketing tools and learn how to effectively integrate them into the marketing mix.

**Prerequisites:** None

**Textbooks:** <http://bookstore.wdt.edu>

**Materials:** Computer with reliable access to the Internet

**Student Learning Outcomes:**

- Define social media tools and their characteristics
- Describe the business and marketing applications of social media tools
- Critique how businesses use social media tools
- Practice using social media tools
- Analyze the ethical and social impacts of social media marketing tools and opportunities

**Assessment:** Through the Student Learning Outcomes, the following core abilities will be assessed: analytical skills, communication skills, technology skills, social values, and employability.

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