

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

**Master Syllabus**

**Course Number:** BUS 227  
**Course Name:** Writing for Social Media Marketing  
**Credits:** 3  
**Contact Hours:** 3 Lecture

**Course Description:** Effective social media marketing efforts require a unique copywriting approach. Discover why social media writing needs to be different and how effective writing changes how customers interact with businesses. Learn about appropriate writing tone and how to achieve a writing style that increases engagement and return traffic. Use case studies, examples, and hands-on writing projects to understand and apply effective social media writing techniques.

**Prerequisites:** None

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

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

**Student Learning Outcomes:**

- Recognize the unique nature of effective social media marketing writing
- Analyze the differences between marketing copy for social media and other marketing tools
- Create writing projects that use effective social media marketing writing
- Critique social media marketing writing completed by others
- Examine the ethical requirements of social media marketing writing

**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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