

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

Master Syllabus

Course Number: BUS 250
Course Name: Social Media Marketing Campaign
Credits: 3
Contact Hours: 3 Lecture

Course Description: In this capstone course, create and implement a social media marketing campaign for an actual business or organization. Use business, marketing, and social media principles and tactics to select a client, assess the client's needs, evaluate the market, and construct a sound social media campaign. During the campaign, use available metrics and data to evaluate the effectiveness of the campaign.

Prerequisites: None

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

Materials: Computer with reliable access to the Internet

Student Learning Outcomes:

- Describe the elements of a social media marketing campaign
- Apply business and marketing principles to the creation of a social media marketing campaign
- Perform effectively as a project team member
- Design an effective social media marketing campaign
- Assess the outcomes of a social media marketing campaign

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

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