

# SOCIAL MEDIA (SOCM)

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**SOCM 100. Social Media Content Curation. (3 Credits)**

Become a social media content curator with this course, which focuses on the groundwork for creating social media content across platforms. While developing content, students will learn the importance of having a strong content strategy across the platforms they are working on. Social Media Content Curation will examine how the same basic content is distributed differently across platforms. Platforms that are discussed may vary but should include the most popular social media platforms. 3 credits (3 lecture hours)

**SOCM 101. Social Media Community Mgmt. (3 Credits)**

Transform the way you engage on social media. Students will learn to act as the active voice of the community while monitoring dialogue across social media platforms. Students will master how to manage content for these platforms and the best practices for maintaining a strong social media presence while developing and executing a strong strategic plan for clients or their business. 3 credits (3 lecture hours)

**SOCM 102. Social Media Analytics & Engmt. (3 Credits)**

This course will allow students to locate and analyze data from social media platforms and sources. Social Media Analytics and Engagement will give students the skills to work professionally with clients to determine which data is most qualified to achieve company-wide goals. Students will gain an overview of metric tools and the process for ROI achievement. One of the most important factors in social media analytics is qualified data. The key is determining the most qualified data to achieve company-wide marketing goals. 3 credits (3 lecture hours)

**SOCM 103. Social Media Branding & Profit. (3 Credits)**

Students will build the background knowledge needed to assess different approaches to using social media strategies and tactics both paid and organic, to support a company's efforts to engage customers and solidify brand loyalty. An overview of how socially enabled consumer engagement can amplify a brand promise, leading to higher ROI and increased earned media. 3 credits (3 lecture hours)