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CMPT 1437: Social Media: Marketing and Branding

EFFECTIVE DATE

January 2020

DEPARTMENT

Computers - City Centre

DESCRIPTION

Using social media effectively means reaching new audiences and growing your business. However with the amount of information being created every minute, it is important to use social media effectively. Each business has a unique brand that speaks to an unique group of people. This course will show you how to use social media effectively to better communicate your brand, and create consistent messaging to engage your audience. By looking at current trends, this course will also help you look for new ways to navigate an ever changing marketing tool. Basic computer skills recommended.

CREDITS

0.0

YEAR OF STUDY

General Interest

PREREQUISITES

None

COREQUISITES

None

COURSE LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Understand how to best utilize social media to convey their brand
- Determine which social media platforms best speak to their audience
- Understand how to best communicate to new audiences using paid advertisements, partnerships, and viral marketing.
- Create consistent marketing campaigns that utilize each social media platform's best advantages
- Understand how to manage and organize marketing campaigns

PRIOR LEARNING ASSESSMENT & RECOGNITION (PLAR)

None

HOURS

Lecture: 6

Lab: 0

Other: 0

INSTRUCTIONAL STRATEGIES

GRADING SYSTEM

Satisfactory/Unsatisfactory

PASSING GRADE

'S', based on minimum 80% attendance.

EVALUATION PLAN

None

COURSE TOPICS

- Social media platforms
 - Target market
 - Conveying your brand
 - Setting up your brand
 - Speaking to your audience
 - Interacting with your audience
 - Publishing material that speaks to your clients

LEARNING RESOURCES

None



Notes:

- Course contents and descriptions, offerings and schedules are subject to change without notice.
- Students are required to follow all College policies including ones that govern their educational experience at VCC. Policies are available on the VCC website at:
<https://www.vcc.ca/about/governance--policies/policies/>.
- To find out how this course transfers, visit the BC Transfer Guide at <https://www.bctransferguide.ca>.

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Downtown campus

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