



Social Media Marketing Course Syllabus

- The Role of Social Media Marketing
Goals and Strategies
- Identifying Target Audiences
Rules of Engagement for SMM
- Social Media Platforms and Social Network Sites
- Microblogging
- Content Creation and Sharing: Blogging, Streaming Video, Podcasts, and Webinars
- Video Marketing
Marketing with Photos Sharing Sites
- Discussion, News, Social Bookmarking, and Q&A Sites
Content Marketing: Publishing Articles, White Papers, and EBooks
- Mobile Marketing on Social Networks
- Social Media Monitoring
Tools for Managing the Social Media Marketing Effort
- Social Media Marketing Plan