MASTER COURSE OUTLINE

A. CPRO 1770 Social Media Campaigns, Analytics and SEO

B. COURSE DESCRIPTION:

This course focuses on developing the skills required to manage, implement, optimize and analyze social media campaigns. The necessary elements and stages of a successful social media campaign, from concept to implementation to analytics will be covered. SEO (Search Engine Optimization) techniques will be discussed. Analytic tools will be used to analyze the traffic visiting a web site. This course is part of the Computer Technology program which is an accredited program in World Organization of Webmaster (WOW) Professional Academy.
(4 Cr – 4 lect, 0 lab)

C. *Core Theme: Critical Thinking

D. RIVERLAND INSTITUTIONAL LEARNING OUTCOMES:

This course addresses the following Riverland Institutional Learning Outcome(s):
☒ ILO 1: critical thinking *(Core Theme Goal 2)*
☐ ILO 2: awareness of the larger global community *(Core Theme Goal 7 or 8)*
☐ ILO 3: ethical, engaged citizenship *(Core Theme Goal 9 or Goal 10)*
☐ ILO 4: communication and collaboration *(Discipline Goal 1 and by any learning outcome(s) involving communication or collaboration)*

E. MAJOR CONTENT AREAS:

- Defining project management and project management terms
- Planning a campaign
- Social Media Strategies
- Social Media Advertising
- Analytics
- SEO
- Keywords
- Site Optimization
- Communicating project information
- Assigning resources and costs
- Tracking progress
- Sharing project information
- Meeting deadlines

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F. GOAL TYPES, OBJECTIVES, AND OUTCOMES:

GOAL	OBJECTIVES Students will be able to	OUTCOMES The student will successfully
*Critical Thinking	analyze the logical connections among the facts, goals, and implicit assumptions relevant to a problem or claim; generate and evaluate implications that follow from them.	1. analyze the results of a social media campaign. Compare results to the assumptions at the beginning of the campaign.
CS	establish online presence	1. utilize social media simulator to create an online presence.
CS	assign resources and costs.	1. enter cost and resource data for simulated project appropriately.
CS	analyze the results of the campaign.	1. summarize the metrics available for the social media sites.
CS	create an organic SEO plan which optimizes a web site for search engines without any out-of-pocket expenses.	1. improve simulated web sites page ranking.
CS	identify keywords for web site.	1. create a list on keywords that increase web site ranking and traffic to the site.

G. SPECIAL INFORMATION:

This course requires the use of the Internet, the submission of electronically prepared documents and the use of a course management software program. Students will be required to create accounts on social media sites. Students who have a disability and need accommodations should contact Accessibility Services at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or current media, upon request.

H. COURSE CODING INFORMATION:

Course Code T/Class Maximum 30; Letter Grade

Revision date: 11/28/17; 12/20/17; 11/05/24
AASC Approval date: 01/23/18; 11/19/24

*These five MnTC Goals have been identified as Riverland Community College Core Themes. Every course in the Riverland Community College curriculum shall meet outcomes from one of these themes.
**These five MnTC Goals have been identified as Riverland Community College Disciplines. Riverland's MnTC courses also shall meet outcomes from a Discipline Area.

NOTE: The Minnesota Transfer Curriculum "10 Goal Areas of Emphasis" are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.

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*Riverland Community College Core Themes	MnTC Goal Number
Critical Thinking (CT)	**2**
Human Diversity (HD)	**7A, 7B, 7A/B**
Global Perspective (GP)	**8**
Ethical and Civic Responsibility (EC)	**9**
People and the Environment (PE)	**10**

**Riverland Community College Discipline Areas	MnTC Goal Number
Communication (CM)	**1**
Natural Sciences (NS)	**3**
Mathematics/Logical Reasoning (MA)	**4**
History and the Social & Behavioral Sciences (SS)	**5**
Humanities and Fine Arts (HU)	**6**

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