# Minnesota State University Moorhead

# **COMM 354: Social Media Metrics**

#### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

A course designed to teach the principles, processes, and techniques of evaluating the social media choices using industry established metrics. The learning objectives of this course include, to: 1) develop an awareness and understanding of the social media measurement process; 2) develop an awareness and understanding of the various metrics available for measuring social media objectives; 3) develop an understanding of the criteria involved in selecting an appropriate metric for measuring a given outcome; 4) provide an experience in the measurement of an objective(s) in a social media campaign; 5) develop an understanding of the process of analyzing and interpreting the data generated in a social media campaign; and 6) develop an understanding of the process of reporting the results of measurement in a social media campaign.

## B. COURSE EFFECTIVE DATES: 09/09/2014 - Present

#### C. OUTLINE OF MAJOR CONTENT AREAS

#### **D. LEARNING OUTCOMES (General)**

- 1. Develop an awareness and understanding of the social media measurement process.
- 2. Develop an awareness and understanding of the various metrics available for measuring social media objectives.
- 3. Develop an understanding of the criteria involved in selecting an appropriate metric for measuring a given outcome.
- 4. Develop an understanding of the process of analyzing and interpreting the data generated in a social media campaign.
- 5. Develop an understanding of the process of reporting the results of measurement in a social media campaign.
- 6. Provide an experience in the measurement of an objective(s) in a social media campaign.

#### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

## F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

#### G. SPECIAL INFORMATION

None noted

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