Minnesota State University Moorhead

COMM 352: Social Media Campaigns

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Introduction to the theory, application and criticism of social media communication for producers of online advertising and public relations campaigns. The course is designed to achieve the following learning outcomes: 1) to develop an awareness and understanding of the nature of the communications transaction occurring in a social media campaign; 2) to develop an awareness and understanding of the various media platforms encompassed under the rubric of social media; 3) to develop a proficiency in the design and construction of a social media campaign targeting a specific public(s) of an extant organization; and 5) to develop an ability to critically evaluate the effectiveness of a social media campaign.

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

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Develop a proficiency in the design and construction of a social media campaign targeting a specific public(s) of an extant organization.
2. Develop an ability to critically evaluate the effectiveness of a social media campaign.
3. Develop an awareness and understanding of the nature of the communications transaction occurring in a social media campaign.
4. Develop an awareness and understanding of the various media platforms encompassed under the rubric of social media.
5. Develop entry-level professional proficiency in the execution of 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