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