Course Title	**ADVANCED SOCIAL MEDIA**
Course Code	**MKT 122**
Course Purpose and Objectives	The purpose of this course is to provide an in-depth understanding of various social media platforms. Students will learn about social media marketing, functions, and features of different social media platforms. Additionally, students will gain a comprehensive understanding of content marketing and social analytics, and metrics. This course gives practical examples and applications. Students will become familiar with ways to promote products and services on social media platforms. This course is practical, and students will be familiar with ways to promote and advertise products and services on social media platforms. In addition, students will be asked to design their own advertising campaigns on various social media platforms such as Facebook, Instagram, Twitter, LinkedIn etc.
Learning Outcomes	• Outline the features and characteristics of the various social media platforms • Compare the purpose and characteristics of social media platforms • Prepare advertising campaigns on social media platforms • Discuss the importance of content marketing for social media • Present social analytics, metrics and measurement on social media.
Course Content	• Introduction to social media marketing • Facebook • Twitter • Linkedin • Instagram • Other Social Media Marketing platforms • Integrated Social Media Marketing • Content Creation in social media • Social Analytics, Metrics, and measurement