Course Title	**SOCIAL MEDIA FUNDAMENTALS**
Course Code	**MKT 111**
Course Purpose and Objectives	The purpose of this course is to provide an understanding of the principles of social media marketing. Students will learn about the different social media platforms, the importance of social media marketing, its strategic uses, and its impact on business performance. In addition to introducing the theories and tools of social media this course gives practical examples and applications, providing students with hands-on experience with social media. The course concludes with a discussion on the role of social media in marketing communications.
Learning Outcomes	• Outline the role and importance of social media marketing • Define the four zones of social media. • Compare social media with traditional media and name the differences. • Identify the fundamental social media tools • Explain the impact of social media on marketing performance • Explain how and why social media can potentially enhance customer relationships • Identify the ethical considerations in social media marketing
Course Content	• Foundations of social media marketing • Social media marketing vs traditional imc tools • The role of social media marketing in marketing communications • Social media strategic planning • Customer relationships on social media • The four zones of social media marketing • Ethical issues in social media • Measuring social media campaigns • Social media research • KPI tools