

Course Title	SOCIAL MEDIA
Course Code	MKT 300
Course Purpose and Objectives	<p>This course introduces students to the foundational concepts, tools, and value of social media marketing in contemporary business environments. It explores the evolution and role of social media in integrated marketing communications, examines platform-specific functions, and highlights how social media contributes to branding, customer engagement, and business performance. Students will critically assess the differences between traditional and digital channels, and explore ethical concerns. Through analytical and applied tasks, students will build essential knowledge for future advanced study and practical implementation of social media strategies.</p>
Learning Outcomes	<ul style="list-style-type: none"> • Critically evaluate the importance of social media marketing • Examine the four zones of social media. • Compare social media with traditional media and discuss the differences. • Present the fundamental social media tools • Present and explain the impact of social media on marketing performance • Examine how and why social media can potentially enhance customer relationships and foster online communities • Discuss the ethical considerations in social media marketing •
Course Content	<p>SOCIAL MEDIA MARKETING AND TRADITIONAL IMC</p> <p>THE ROLE OF SOCIAL MEDIA MARKETING IN MARKETING COMMUNICATIONS</p> <p>CUSTOMER RELATIONSHIPS ON SOCIAL MEDIA</p> <p>THE FOUR ZONES OF SOCIAL MEDIA MARKETING</p> <p>Social Media platforms</p> <p>SOCIAL MEDIA RESEARCH</p> <p>Introduction to Social Media Marketing</p> <p>Social Media in Marketing Communications</p> <p>Customer Relationships and Online Communities</p> <p>The Four Zones of Social Media</p> <p>Ethics in Social Media Marketing</p> <p>Social Media KPIs and Tools</p>