Washtenaw Community College Comprehensive Report

BMG 203 Social Media Management
Effective Term: Fall 2024

Course Cover

College: Business and Computer Technologies
Division: Business and Computer Technologies
Department: Business
Discipline: Business Management
Course Number: 203
Org Number: 13200
Full Course Title: Social Media Management
Transcript Title: Social Media Management
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: New Course
Change Information:
Rationale: Skill Development and Employability: Social media skills are in high demand across various industries. Providing a certificate program can equip students with the necessary skills to effectively manage and utilize social media platforms for business, marketing, communication, and more. This enhances their employability and prepares them for careers in an increasingly digital world. Industry Relevance and Alignment: Many businesses and organizations use social media as a key component of their marketing and communication strategies. By aligning the curriculum with industry needs and trends, the certificate program ensures that students are learning relevant skills that directly translate into job opportunities. Meet the Needs of Small Businesses and Entrepreneurs: Small businesses and entrepreneurs often lack the resources to hire dedicated social media professionals. A community college social media certificate program can help address this gap by training individuals to effectively manage social media for small businesses, enabling them to compete in the digital marketplace.
Proposed Start Semester: Fall 2024
Course Description: In this course, students will be equipped with the knowledge and skills necessary to thrive in the digital age of business. Students will develop the skills necessary to effectively manage social media platforms for individuals, businesses, and organizations. Students will also explore various social media channels and develop strategies for building a strong online presence, engaging with audiences, and achieving specific marketing and communication goals. This course will cover the fundamental concepts, strategies, and tools essential for successful digital management in various organizational settings.

Course Credit Hours

Variable hours: No
Credits: 3
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing
College-level Reading & Writing

College-Level Math
No Level Required

Requisites

General Education

Request Course Transfer
Proposed For:
Eastern Michigan University
Wayne State University

Student Learning Outcomes

1. Evaluate the strengths, weaknesses, and target business demographics of the various social media platforms.
   Assessment 1
   Assessment Tool: Outcome-related exam questions
   Assessment Date: Winter 2027
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students
   How the assessment will be scored: Answer key
   Standard of success to be used for this assessment: 70% of students will score 70% or higher on the outcome-related questions.
   Who will score and analyze the data: Departmental faculty

2. Develop a comprehensive social media strategy tailored to specific business or organizational objectives.
   Assessment 1
   Assessment Tool: Outcome-related project
   Assessment Date: Winter 2027
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students
   How the assessment will be scored: Rubric
   Standard of success to be used for this assessment: 70% of students will score 70% or higher.
   Who will score and analyze the data: Departmental faculty

3. Recognize effective social media management tools and software for scheduling, monitoring, and analyzing social media activity.
   Assessment 1
   Assessment Tool: Outcome-related project
   Assessment Date: Winter 2027
   Assessment Cycle: Every Three Years
   Course section(s)/other population: All sections
   Number students to be assessed: All students
   How the assessment will be scored: Rubric
   Standard of success to be used for this assessment: 70% of students will score 70% or higher.
   Who will score and analyze the data: Departmental faculty

Course Objectives

1. Develop a comprehensive understanding of social media platforms.
2. Create effective social media strategies.
3. Measure and analyze social media performance using key performance indicators (KPIs).
4. Recognize the importance of building and maintaining a positive online presence.
5. Explore the legal and ethical challenges associated with social media management.
6. Identify and adapt to evolving social media trends and technologies.
7. Analyze the role of social media in modern communication and marketing for business.
8. Utilize analytical tools to measure the success of an online business campaigns.
9. Explain the importance of crisis communication on social media platforms in order to develop effective crisis response strategies.

New Resources for Course

Course Textbooks/Resources

Textbooks
Manuals
Periodicals
Software

Equipment/Facilities

Level I classroom

Reviewer	Action	Date
Faculty Preparer:		
Anthony Terry	*Faculty Preparer*	*Oct 30, 2023*
Department Chair/Area Director:		
Douglas Waters	*Recommend Approval*	*Nov 01, 2023*
Dean:		
Eva Samulski	*Recommend Approval*	*Nov 02, 2023*
Curriculum Committee Chair:		
Randy Van Wagnen	*Recommend Approval*	*Jan 07, 2024*
Assessment Committee Chair:		
Jessica Hale	*Recommend Approval*	*Jan 08, 2024*
Vice President for Instruction:		
Brandon Tucker	*Approve*	*Jan 09, 2024*