Course Prefix and Number: CIS 141  
Credit Hours: 3-3-0

Course Title: Social Media Marketing

Course Prerequisites: CIS 105


Course Description: This course covers the basics of social media and techniques to create a thorough social media marketing plan. A combination of theory, case studies, and real-world examples will be used to teach this course.

Learning Outcomes:
At the end of this course, the student will:
   A. explain social media marketing;
   B. discuss the goals of social media marketing; and
   C. describe a social media marketing plan.

To achieve the learning outcomes, the student will or will be able to:
(The letter designations at the end of each statement refer to the learning outcome(s).)
   1. define social media marketing; (A)
   2. compare traditional marketing with social media marketing; (A)
   3. explain how to set social media marketing goals; (B)
   4. describe ways to link social media marketing goals to actions; (B)
   5. discuss steps in creating a social media marketing plan; (C) and
   6. describe how to create social media marketing strategies. (C)

Course Requirements:
1. Achieve a course average of 70% or above.
2. Each student is expected to attend class regularly; excessive unexcused absences constitute grounds for suspension (refer to the student handbook for attendance policies).
3. Students must have access to a Windows computer, Microsoft Office 2016, and the Internet to complete the assignments. Computer, software, and the Internet are available to students on campus during scheduled computer lab times and in the Learning Commons located in the BPCC Library.

Course Grading Scale:
   A = 89.5% - 100%
   B = 79.5% - 89.4%
   C = 69.5% - 79.4%
   D = 59.5% - 69.4%
   F = 0.0% - 59.4%
Attendance Policy: The college attendance policy is available at http://www.bpcc.edu/catalog/current/academicpolicies.html

Course Fees: N/A

Nondiscrimination Statement: Bossier Parish Community College does not discriminate on the basis of race, color, national origin, gender, age, religion, qualified disability, marital status, veteran's status, or sexual orientation in admission to its programs, services, or activities, in access to them, in treatment of individuals, or in any aspect of its operations. Bossier Parish Community College does not discriminate in its hiring or employment practices.

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