WILMINGTON UNIVERSITY COLLEGE OF ARTS AND SCIENCES BASIC COURSE INFORMATION

COURSE NUMBER COM 260

COURSE TITLE Social Media Management

CREDITS 3

PREREQUISITE

FACULTY MEMBER

TERM

METHOD OF CONTACT/ OFFICE HOURS

COURSE TIME BREAKDOWN

40 Hours of Structured Learning Activities

TEXTBOOKS

*A list of course textbooks are available on the Wilmington University Bookstore website: http://bookstore.wilmu.edu/

COURSE DESCRIPTION

This course will take an in-depth look at social media for business uses, including settling social media goals, finding the proper media platforms for specific purposes, using analytics to achieve goals, and more. An introduction to social media distribution tools like Hootsuite and others will be included.

COURSE OBJECTIVES

This course will provide students with the knowledge and skills to:

- 1. Analyze social media platforms to determine which tool fits which task.
- 2. Examine the social media industry through research with academic resources.
- 3.

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LATE ASSIGNMENT POLICY:

CAS CLASSROOM STANDARDS:

COURSE SCHEDULE (all assignments and due dates):