PRST 391
Social Media Communication

COURSE DESCRIPTION

This course addresses the key concepts, models and practices of social media communications across a variety of sectors (private, public, non-profit and specialized). Rapidly expanding social media technologies are playing an increasingly central role in both individual and mass communication. Effective use of social media within the process of describing an organization and its outputs, is a key competency for managers and professional service providers in all sectors. Students will learn the key components of the social media communications process, and develop a social media communication plan.

COURSE LEARNING OBJECTIVES

By the end of the course, students will be able to:

1. Describe the key concepts, models and practices related to the social media communication process across a variety of sectors (private, public, non-profit, specialized).
2. Explain the evolution, contemporary state and importance of the social media communications
3. Identify the key general steps, practices and tools within the social media communications process
4. Conduct a social media marketing assessment and develop a social media communication plan

COURSE EVALUATION

- Quizzes
- Discussion Boards
- Individual Project - Briefing Paper and Presentation
- Application Project – Develop a social media communications plan
TOPICS

- Foundations of social media communications
- Nature of social consumers
- Network structures and group influences in social media
- Social media market strategies, planning and campaigns
- Four zones of social media
  - Social community
  - Social publishing
  - Social entertainment
  - Social Commerce
- Practice and types of social media channels (e.g. facebook, twitter, Instagram etc.)
- Local SEO and review marketing
- Ethics of social media marketing