

SYLLABUS
PART I
EDISON STATE COMMUNITY COLLEGE
IMD 215S SOCIAL MEDIA MANAGEMENT
3 CREDIT HOURS

COURSE DESCRIPTION

In-depth study of managing social media with an emphasis on developing social media strategies for organizations, marketing and selling via social media, addressing customer service and support, understanding the core components of a digital enterprise, and ensuring social media success. Lab fee.

COURSE GOALS

The student will:

Bloom's Level		Program Outcomes
3	1. Establish a social media strategy to ensure a positive return on investment.	1, 3, 4, 5, 6, 7
4	2. Discuss and analyze the impacts of social media on customer relationship management.	1, 2, 3, 4
3	3. Use social media in customer service.	1, 2, 3
2	4. Discuss the various elements for ensuring success when using social media.	1, 2, 7, 8
2	5. Discuss the importance of ethics in social media management.	1, 3

CORE VALUES

The Core Values are a set of principles that guide Edison State in creating its educational programs and environment. They will be reflected in every aspect of the College. Students' educational experiences will incorporate the Core Values at all levels, so that a student who completes a degree program at Edison State will not only have been introduced to each value but will have had them reinforced and refined at every opportunity.

TOPIC OUTLINE

1. The Power and Business Risks of Social Media
2. How to Develop a Social Media Strategy
3. Social Media ROI
4. How to Sell Social Media within the Organization
5. Social Media and the Voice of the Customer
6. Integration of Social CRM Insights into the Customer Analytics Function
7. How to Drive Product Development and Find New Services to Sell
8. Social Community Marketing and Selling
9. Social Media in Customer Service and Support
10. How to Respond to Customer Complaints
11. How to Comply with FTC Disclosures
12. Creation and Implementation of a Social Media Technology Platform
13. Mobility Implications for Social Media Programs
14. IT Infrastructure Implications and Options for Supporting Enterprise Social Media
15. Culture Traits, Employee Incentives, and Training
16. New Social Media Roles and Responsibilities
17. Social Media Policies
18. Social Media, Collaboration, and Value Creation in Organization