

# SOCIAL MEDIA (SOCM)

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## **SOCM 1010 - Introduction to Social Media (3 Credits)**

In this introductory course, students will explore the history and concepts of social media, examining how it has come to replace traditional legacy media. Additionally, students will engage with various social media tools and learn about the potential drawbacks of these platforms. Topics covered will include establishing tone, utilizing generative AI, managing time effectively, team building, engaging with celebrities and influencers, understanding markets, and budgeting.

Lecture: 3 hours

**Prerequisite(s):** (ENGL 1005 or ENGL 1005A or English Wrtg Course Placement) and (ENGL 0850 or ENGL 0890 or ENGL 1002 or Reading Course Placement)

## **SOCM 1020 - Writing for Social Media (3 Credits)**

Students will develop strategic writing skills to effectively communicate across different social media platforms. Emphasis will be placed on tailoring messages to suit both the audience and the specific platform used. Topics to be explored include writing style, content repurposing, platform-specific requirements, organizational voice, and strategic message development.

Lecture: 3 hours

**Prerequisite(s):** (SOCM 1010 (may be taken concurrently)) and (ENGL 1005 or ENGL 1005A or English Wrtg Course Placement) and (ENGL 0890 or ENGL 0950 or ENGL 1002 or Reading Course Placement)

## **SOCM 1030 - Content Creation for Social Media (3 Credits)**

In this course, students will learn how to utilize social media content tools to create engaging content. The process will cover everything from brainstorming ideas to presenting the final product, with a focus on both organic and paid media. Additionally, students will explore key concepts such as tracking and reporting, maintaining consistency, building loyalty, maximizing reach, and managing relationships with celebrities and influencers.

Lecture: 3 hours

**Prerequisite(s):** (SOCM 1010 and SOCM 1020 (may be taken concurrently)) and (ENGL 1005 or ENGL 1005A or English Wrtg Course Placement) and (ENGL 0890 or ENGL 0950 or ENGL 1002 or Reading Course Placement)

## **SOCM 2010 - Social Media Strategy (3 Credits)**

A successful social media campaign requires a well-defined strategy. In this course, students will learn the strategic process involved in planning and monitoring social media. Key topics include understanding client objectives, setting clear goals, developing content plans and themes, monitoring national and global trends, analyzing audience behaviors, and tracking follower growth. Additionally, students will explore how to create audience personas, analyze brand competition, and utilize storytelling techniques, along with other important concepts.

Lecture: 3 hours

**Prerequisite(s):** SOCM 1010 and SOCM 1020 and SOCM 1030

## **SOCM 2020 - Paid and Organic Social Media (3 Credits)**

In this course, students will learn about Paid and Organic Social Media. Paid social media refers to using paid advertisements on social platforms (like Facebook, Instagram, X, etc.) to reach a targeted audience. It involves budgeting for ads, selecting the right audience, and optimizing campaigns for specific goals like brand awareness, lead generation, or sales. Organic Social Media involves creating and sharing content naturally on social media platforms without any paid promotion. It focuses on building a community, engaging with followers, and driving traffic through regular posts, comments, shares, and hashtags.

Lecture: 3 hours

**Prerequisite(s):** SOCM 1010 and SOCM 1020 and SOCM 1030

## **SOCM 2030 - Social Media Analytics (3 Credits)**

This course provides an introduction to the key concepts and tools used in social media analytics. Students will learn how to measure and analyze social media performance, track engagement metrics, and use insights to optimize content and campaigns. The course covers popular analytics platforms, audience behavior analysis, and ROI measurement, equipping students with the skills to make data-driven decisions and enhance social media strategies.

Lecture: 3 hours

**Prerequisite(s):** SOCM 1010 and SOCM 1020 and SOCM 1030