



Course Syllabus Cover Page — Fall 2025

Course Number: BA 2320

Course Title: Social Media Marketing & Communication

Credit(s): 3

Prerequisite(s): BA 2500.

Course Description:

Creating social media marketing plan, strategic planning with social media, digital communities, social publishing, social gaming as a channel for marketing communication, social shopping applications, qualitative and quantitative approaches to social marketing research, social medial metrics.

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

1. Utilize social media platforms, tactics, and tools.
2. Design social media strategy, execution, and measurement.
3. Discuss cybersecurity: the risks, trends, and the law.
4. Analyze social media marketing opportunities and channels.
5. Identify factors that influence social media effectiveness.
6. Discuss how to implement and optimize social networks.