Program	Course	Syllabus
	SMBAS100	
Social Media 101		Intro to popular platforms, and how each platform works differently.
Social Media	Lab	Analysis of a popular platform: choose a platform per student/group, analyze the similarities
Social Media 102		Measurables. What they mean, and how they work.
Social Media	Lab	Find and analyze engaging content to generate measurables that are meaningful on the social media.
Social Media 103		Speaking the language of a Digital Marketing Manager.
Social Media	Lab	GAME Terminology speed round.
Social Media 104		Websites and what their measurables tell us. Learning to read the Data.
Social Media	Lab	As a group go through the CMS of a website - find the data, and analyze it.
Social Media105		Video/Livecast platforms, and influencers.
Social Media	Lab	Create your own engaging 10 minute video content!
Social Media 106		Podcast Platforms that are free and popular. Chosing based on your agenda.
Social Media	Lab	Create your own 10 minute Podcast.
	SMRTV 200	
Social Media 201		Digital Marketing In the Media Industry? How has it changed and where is it going?
Social Media	Lab	Find a radio station/TV and start to identify digital/social media marketing products
Social Media 202		Two different sides to each (TV/Radio) Programming and Sales in Social Media/Digital Marketing
Social Media	Lab	Step into the shoes of a Program Director and figure out how to make content engaging.
Social Media 203		Learning Digital Products that Radio/TV sell. See
Social Media	Lab	Look at Social Media/Digital Marketing from a Sales perspective and create a prospectus.
Social Media 204		Multi-screen worlds and what that means for the radio/TV industry
Social Media	Lab	Come up with a plan via google slides/docs in order to grow your audience.
Social Media 205		R&R, goals, and growing your audience Radio/TV.
Social Media	Lab	From an AE perspective: come up with a digital marketing strategy for a client based on the parameter.
Social Media 206		What is branding and how do you reprent it on social media.
Social Media	Lab	Go LIVE and broadcast for your class/audience based on the parameters given
	SMBIZ300	
Social Media 301		Identifying platforms that make sense for your business, and branding your business.
Social Media	Lab	Start to create platforms and/or engaging content that helps to brand your business.
Social Media 302		Websites, Google, Social Media Platforms, and everything else in between.
Social Media	Lab	“Google” your business, identify problems. Find solutions as a class.
Social Media 303		Knowing your audience and what that means. A start to Analytics.
Social Media	Lab	start to comb through your own analytics. Take screenshots, or share screens
Social Media 304		Growing your analytics with Targeting. Different types of targeting and what they mean.
Social Media	Lab	Identify your consumer, and start to write up a consumer profile to utilize when marketing in the future.
Social Media 305		It’s time to speak directly to your consumer. What does that mean and how do you do it?
Social Media	Lab	Create Content that speaks to your consumer based on the profile that you created.
Social Media 306		A deep dive into social media analytics.
Social Media	Lab	Design your own social media marketing campaign in order to reach your consumer.
	SMCAP400	
Social Media 401		Not currently offered.
Social Media	Lab	
Social Media 402		
Social Media	Lab	
Social Media 403		
Social Media	Lab	
Social Media 404		
Social Media	Lab	
Social Media 405		
Social Media	Lab	
Social Media 406		
Social Media	Lab	