

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: GAT-140 Class/Lect. Hours: 3 Lab Hours: 0 Credits: 3 Dept.: Graphic Com. & Photography

OBJECTIVES/COMPETENCIES

Course Objectives	Competencies
<ol style="list-style-type: none">1. Develop skills using social media tools that are currently used in business and marketing by identifying and implementing effective social media platforms to launch a successful campaign for the targeted audience.2. Possess in-depth knowledge of the social media algorithms and how to create specific content for each platform.3. Develop an effective social media campaign by creating test accounts, and build out a content strategy.	<ol style="list-style-type: none">1. Identify the current and most appropriate social media platforms that may include Facebook, Instagram, LinkedIn, Twitter, and YouTube.2. Demonstrate how social media platforms can be used effectively for the identified targeted audience.1. Ensure that all the page information is well written, that website links work, profile images are sized correctly, and ad accounts are set up.2. Size images correctly, as each social media platform has its own post dimensions.1. Showcase a product or service in action through engaging creative highlighting of the product or business in action.2. Establish an identify for whatever brand or product being promoted.3. Create posts that clearly establish a unique brand voice, look and feel.4. Build anticipation for an announcement in a way that gets followers excited through cryptic creative or by giving a specific reason to follow along.

Course Objectives	Competencies
<p>4. Use proper online etiquette and follow established ethical best practices in social media posts and campaigns.</p> <p>5. Be able to utilize a variety of media applications in their social media campaigns.</p>	<p>5. Implement many business disciplines as part of the social media strategy.</p> <p>6. Support business-related initiatives such as product sales or downloads.</p> <p>7. Work effectively with key people within an organization to reflect their work on social media posts.</p> <p>8. Be able to write effective copy.</p> <p>9. Establish a clear and cohesive look and feel for the posted content (copywriting and imagery).</p> <p>1. Utilize content learned in this and other program courses regarding ethics in social media and best practices.</p> <p>1. Utilize motion graphic software as all social platforms value video over static photos in posts.</p> <p>2. Utilize digital imaging software (Adobe Photoshop) to edit photographs that are appropriate to the campaign's message.</p> <p>3. Be able to post photos on Instagram, Snapchat, and Pinterest.</p> <p>4. Utilize professional page layout software (including Adobe InDesign) with professional typographic design.</p>