

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE  
**ACADEMIC AFFAIRS**

Course Number: GAT-141 Class/Lect. Hours: 3 Lab Hours: 0 Credits: 3 Dept.: Graphic Com. & Photography

**OBJECTIVES/COMPETENCIES**

<b>Course Objectives</b>	<b>Competencies</b>
<p>1. Design and construct a social media campaign for a small business or nonprofit, and by utilizing social media analytical data, gauge its effectiveness.</p> <p>2. Choose the proper social media channels to effectively promote the marketing objectives of the business or organization.</p> <p>3. Identify the differences between social media marketing analytics (internal) and big (external) data and when to apply each.</p>	<p>1. Find a business or nonprofit organization that needs to promote products or services.</p> <p>2. Using skills obtained in GAT-140 and other courses within the program, create a complete and effective social media campaign using advertising and media strategies.</p> <p>3. Apply analytics to determine the campaign's effectiveness.</p> <p>1. Identify the target audience and choose the appropriate social media platforms that will get the best results based on consumer media preferences.</p> <p>2. Establish a clear and cohesive look and feel for the posted content (copywriting and imagery).</p> <p>3. Demonstrate how social media platforms can be used effectively for the target audience with appropriate motion graphics and effective still graphics in posts.</p> <p>1. Identify analytic terms, where to find them, and how to read/implement them.</p>

Course Objectives	Competencies
<p>4. Use marketing analytics and external data to demonstrate ROI (return on investment) of the marketing campaign by presenting data on the effectiveness of social media campaigns.</p> <p>5. Recognize the limitations of social media analytics and their application to marketing campaigns.</p>	<p>2. Be able to identify how the internal analytics are interpreted and when and how external big data is applicable to social media campaigns.</p> <p>1. Identify KPI's (Key Performance Indicator) and how to track them. These include follower growth, impressions, engagement, and link clicks.</p> <p>2. Measure Success / Post Mortem through analytics that look back at the campaign to determine what was successful and what wasn't.</p> <p>3. Through the use of each social media channel's analytic tools, deliver a report to managers and clients regarding the effectiveness of their social media campaigns.</p> <p>1. Demonstrate which indicators can determine the effectiveness of the campaign, and which cannot.</p> <p>2. Recognize that without having a substantial audience size where people are engaging with the content, it is difficult to get a read on how well something performs.</p>