

MARK-2090: DIGITAL MARKETING DESIGN

Cuyahoga Community College

Viewing: MARK-2090 : Digital Marketing Design

Board of Trustees:

January 2021

Academic Term:

Fall 2021

Subject Code

MARK - Marketing

Course Number:

2090

Title:

Digital Marketing Design

Catalog Description:

This course is designed to build students social media marketing skills by utilizing local businesses to create a hands-on experience working on a social media marketing plan. Activities include, social media listening and auditing, search engine optimization (SEO) evaluation, content creation, analytics and planning.

Credit Hour(s):

3

Lecture Hour(s):

3

Requisites

Prerequisite and Corequisite

MARK-1080 Social Media Marketing.

Outcomes

Course Outcome(s):

Analyze the current digital platform and social media usage for a business through audits, analytics, and social listening.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Objective(s):

1. Evaluate which social networks are being utilized, which create the most value, and if each network is optimized.
2. Assess how the profile of the business compares to competitor profiles.
3. Analyze current web presence for business including websites, blogs, and other content generated online.
4. Examine both primary and secondary data needed for analysis.
5. Collect consumer profiles while participating in social listening.
6. Consider SEO Evaluation and how SEO should be optimized.
7. Appraise current analytics and potential for a Social Media Management Tool.
8. Create Social Media Marketing mission statement, objectives and goals.
9. Analyze how customers and industry leaders interact and engage on social media.
10. Create ideal consumer profiles that aligns with target market.

Course Outcome(s):

Create engaging digital marketing content while constructing a digital strategy that aligns with a business's goals and marketing plans.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Choose which social media networks best align with goals and objectives.
 2. Formulate steps needed to optimize each social media account.
 3. Assemble types of content to post and promote on each digital platform while identifying target markets for each type of content.
 4. Plan how often to post, who will post and how content is going to be distributed through the creation of a content calendar.
 5. Compose a digital marketing plan that includes all research and planning.
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Course Outcome(s):

Assess which analytics the business will use to track, analyze, and optimize the social media marketing plan.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Assemble ways to keep track of success and failures and then adjust the digital marketing plan in response.
 2. Optimize ways to support digital communities being formed or identified.
 3. Formulate ROI measurement for social media.
 4. Identify success metrics and analytical tools needed to measure.
 5. Create process for continued digital social listening.
 6. Organize metrics for ease of reporting and analysis.
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Methods of Evaluation:

1. Work experience creating Digital Marketing Analysis and Strategies for existing business.
2. Complete Digital Marketing analysis for existing business
3. Develop Strategies in social media for existing business
4. Marketing Reports
5. Social Media Analytics Reports

Course Content Outline:

1. Social media business analysis
 - a. Social media platform evaluation
 - b. Consumer profiling and buyer personas
 - c. Primary and secondary data
 - d. Social media listening
 - e. Search Engine Optimization (SEO)
 - f. Analytics
 - g. Social media management tools
 - h. Social media engagement techniques
2. Social media content creation for business
 - a. Strategy
 - b. Content creation
 - c. Content Calendar
 - d. Social media marketing plan
3. Analytics review and selection
 - a. Return on Investment (ROI) Measurements
 - b. Analytical tools
 - c. Reporting
 - d. Building and supporting digital communities
 - e. Optimizing social media marketing plans
 - f. Creating measurement tools

Resources

McDonald, Jason. *Social Media Marketing Workbook: 2018 Edition - How to Use Social Media for Business*. JM Internet Group, 2018.

Kelly, David. *Social Media: Strategies to Mastering YOur Brand - Facebook, Instagram, Twitter and Snapchat*. 2016.

Corson-Knowles, Tom. *Facebook for Business Owners: Facebook Marketing for Fan Page Owners and Small Businesses*. 2014.

Lamont, Ian. *Twitter in 30 Minutes: How to Connect with Intersting People, Write Great Tweets, and Find Information that's Relevant to You*. 3rd ed. i30 Media Corporation, 2017.

Hoechlin, Neil. *Mastering Business Social Media Marketing Theory Practice*. JNR Publishing Group, 2017.

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