

» Course Overview

The Social Media Business Marketing course is intended to prepare students to become Social Media Strategists. This course begins with an introduction to Social Media platforms and then goes in depth into the marketing and advertising strategies used to support a business in Business Social Media Marketing. Through activities and projects students will gain firsthand knowledge of this fulfilling field. This course prepares students for the Social Media Strategist certification.

» Course Preview Video: <https://www.pointfuleducation.com/socialmedia-preview-video>

» Course Outline by Module

Module 1	Introduction to Social Media
Module 2	Social Media in Business Part I
Module 3	Social Media in Business Part II
Module 4	Social Media Strategy
Module 5	Social Media Campaigns
Module 6	Social Media Platforms
Module 7	Social Media Presentations and Blogs
Module 8	Social Media Risk, Reputation, and Crisis Management
Module 9	Social Media Advertising Part I
Module 10	Social Media Advertising Part II
Module 11	Social Media Metrics and Analytics
Module 12	Social Media Reporting and Optimization

» Instructional Components

Pointful Education Courses are structured in a consistent, research-based format utilizing multiple pedagogical concepts such as Understanding by Design, Growth Mindset, and Video and Project-based learning. Through the use of these pedagogical concepts, Pointful Education maintains a consistent and engaging course structure that supports student-centered learning.

» Certification

This course prepares students for the Social Media Strategist certification:

<https://www.ciwcertified.com/ciw-certifications/exam-info/taking-an-exam>

Course Structure



Instruction
46 %



Projects
8 %



Reflections
15 %



Concept Checks
14 %



Exams
9 %



Written Assignments
8 %