

**MKT 232 - Social Media Marketing (WC1)
Spring 2017**

Please note - This schedule may be modified. Changes and assignment due dates will be announced.

1/15/2017

Assignment			
Jan	Mon	9	Orientation
	Wed	11	1. The Role and Importance of SMM.
	Fri	13	
	Mon	16	<i>Martin Luther King Day - College Closed</i>
	Wed	18	2. Goals and Strategies.
	Fri	20	
	Mon	23	
	Wed	25	3. Identifying Target Audiences.
	Fri	27	
	Mon	30	
Feb	Wed	1	4. Rules of Engagement for Social Media Marketing.
	Fri	3	
	Mon	6	
	Wed	8	5. Social Media Platforms and Social Networking Sites.
	Fri	10	
	Mon	13	
	Wed	15	6. Micro blogging.
	Fri	17	
	Mon	20	
	Wed	22	7. Content Creation and Sharing.
	Fri	24	
	Mon	27	
March	Wed	1	8. Video Marketing.
	Fri	3	
	Mon	6	<i>Spring Break - No Classes</i>
	Wed	8	<i>Spring Break - No Classes</i>
	Fri	9	<i>Spring Break - No Classes</i>
	Mon	13	
	Wed	15	9. Marketing on Photo Sharing Sites.
	Fri	17	
	Mon	20	
	Wed	22	10. Social bookmarking and news aggregation, collaboration.
	Fri	24	
	Mon	27	<i>Last Day to Withdraw - 3/30/17</i>
Wed	29	11. Content Marketing: Publishing Articles, White Papers, and E-books.	
Fri	31		
April	Mon	3	
	Wed	5	12. Mobile Marketing on Social Networks.
	Fri	6	
	Mon	10	
	Wed	12	13. Social Media Monitoring.
	Fri	14	
	Mon	17	
	Wed	19	14. Tools for Managing the SMM Effort.
	Fri	21	
Mon	24		
	Wed	26	15. SMM Plan.
	Fri	28	
May	Mon	1	
	Wed	3	Final SMM Plan
	Fri	5	
	Mon	8	
	Wed	10	
	Fri	12	<i>Last Day of Class</i>