

**MKT 232 - Social Media Marketing (WC1)
Spring 2018**

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

1/8/2017

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