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# SMM101

## Mastering Social Media Marketing Strategies

Navigating Facebook, Instagram, TikTok, and More

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### Course Description:

This course offers a comprehensive examination of social media marketing strategies with a focus on platforms such as Facebook, Instagram, TikTok, and an additional platform to be revealed during the course. Through 12 modules, students will explore foundational concepts as well as advanced techniques in digital strategy development, brand management, content creation, crisis management, and more.

Each module combines theoretical discussions with practical applications to provide students with a holistic understanding of social media marketing practices. Emphasis is placed on critical analysis of case studies and industry trends, as well as hands-on exercises to develop practical skills.

Designed for both marketing professionals seeking to enhance their expertise and aspiring entrepreneurs looking to establish a strong online presence, this course provides the theoretical framework and practical knowledge necessary to navigate the complexities of social media marketing effectively.

Upon completion, students will be equipped with the skills and insights needed to devise and execute successful social media marketing campaigns across various platforms, positioning themselves as informed practitioners in the field.

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## Course Outline:

### Module 1: Marketing: An Introduction (14 hours)

- Understanding Basic Marketing Concepts
- Exploring Market Psychology
- Introduction to Social Media Marketing
- Overview of Social Media Platforms and their Audiences
- Practical Applications and Exercises:
  - ❖ Hands-on activities showcasing social media accounts and demonstrating platform use
  - ❖ Analysis of market psychology in social media campaigns
  - ❖ Group discussions exploring platform strengths and limitations
- Case Studies and Industry Trends:
  - ❖ Examination of case studies showcasing effective social media marketing strategies
  - ❖ Discussion of current industry trends and emerging best practices

### Module 2: Foundations of Digital Strategy and Marketing Management (14 hours)

- Principles of Digital Marketing
- Website Design Essentials for Social Media Integration
- Leveraging Social Media for Effective Digital Strategy
- Email Marketing Tactics for Engagement
- Introduction to Web Analytics and Metrics
- Practical Applications and Exercises:
  - ❖ Exercises applying principles of digital marketing to real-world scenarios
  - ❖ Website design focusing on social media integration and user experience
  - ❖ Email marketing campaign planning and execution exercises
- Case Studies and Industry Trends:
  - ❖ Examination of case studies highlighting successful digital marketing strategies
  - ❖ Discussion of current industry trends and emerging technologies

### Module 3: Foundations of Brand Management (14 hours)

- Brand Identity Development
- Strategies for Online and Offline Brand Management
- Activation and Engagement Techniques on Social Media
- Measuring Brand Performance in the Digital Space

- Practical Applications and Exercises:
  - ❖ Brand identity development exercises and case studies
  - ❖ Measuring brand performance using digital analytics tools
- Case Studies and Industry Trends:
  - ❖ Examination of successful brand management practices
  - ❖ Discussion of emerging challenges in brand management

## Module 4: Social Media Strategy (14 hours)

- Crafting a Comprehensive Social Media Plan
- Platform Selection Strategies
- Community Building Tactics
- Content Calendars and Scheduling Tools
- Monitoring and Analyzing Social Media Conversations
- Practical Applications and Exercises:
  - ❖ Developing social media plans for hypothetical businesses
  - ❖ Content creation and scheduling using social media management tools
- Case Studies and Industry Trends:
  - ❖ Examination of successful social media strategies
  - ❖ Discussion of current industry trends

## Module 5: Foundations of Digital Communications Strategy & Social Media (14 hours)

- Strategic Digital Communications Management
- Integrating Text, Image, and Video-based Tools
- Search Engine Optimization (SEO) Fundamentals
- Community Management Strategies
- Practical Applications and Exercises:
  - ❖ Crafting digital communications strategies
  - ❖ Implementing SEO techniques and creating multimedia content
- Case Studies and Industry Trends:
  - ❖ Examination of successful digital communications strategies
  - ❖ Analysis of community management initiatives

## Module 6: Advanced Strategic Copywriting (14 hours)

- Advanced Email Campaign Techniques
- Creating High-converting Landing Pages
- Designing Effective Online Ads

- Blogging Strategies for Engagement
- Utilizing AI Tools for Content Creation and Customization
- Practical Applications and Exercises:
  - ❖ Crafting advanced email campaigns and optimizing landing pages
  - ❖ Developing blog content strategies and utilizing AI-powered tools
- Case Studies and Industry Trends:
  - ❖ Examination of successful implementations of advanced copywriting techniques
  - ❖ Discussion of emerging technologies in content marketing

## Module 7: Foundations of Multimedia Storytelling (14 hours)

- Crafting Brand Narratives for Social Media
- Implementing Omni-channel Strategies
- Legal and Ethical Considerations in Digital Content Creation
- Storytelling Techniques Across Various Media Platforms
- Practical Applications and Exercises:
  - ❖ Developing brand narratives with video editing and shooting techniques
  - ❖ Legal and ethical audits of digital content, including multimedia
  - ❖ Experimenting with storytelling across various media platforms, including video creation.
- Case Studies and Industry Trends:
  - ❖ Examination of effective multimedia storytelling campaigns
  - ❖ Discussion of emerging best practices

## Module 8: Writing Digital Content (14 hours)

- Writing for Content Marketing and SEO
- Crafting Engaging Web Copy
- Developing a Unique Voice in Digital Content
- Utilizing AI Tools for Content Generation and Enhancement
- Practical Applications and Exercises:
  - ❖ Writing SEO-optimized content and persuasive web copy
  - ❖ Developing brand-specific voice guidelines
- Case Studies and Industry Trends:
  - ❖ Examination of effective digital content writing strategies
  - ❖ Analysis of successful brand voices

## Module 9: Social Media Strategies for the Enterprise (14 hours)

- Engaging Stakeholders through Social Media
- Content Marketing Strategies for Enterprises

- Internal and External Community Management Techniques
- Measuring the Impact of Enterprise-Level Social Media Efforts
- Practical Applications and Exercises:
  - ❖ Developing enterprise-level social media strategies and engagement plans
  - ❖ Setting up social media monitoring and analytics tools
- Case Studies and Industry Trends:
  - ❖ Examination of effective social media strategies implemented by enterprises
  - ❖ Discussion of emerging best practices

## Module 10: Search Engine Marketing (14 hours)

- Understanding SEM Fundamentals
- Implementing Online Advertising Strategies
- Optimizing Landing Pages for Conversion
- Analyzing Web Analytics for SEM Performance
- Practical Applications and Exercises:
  - ❖ Setting up and managing search engine advertising campaigns
  - ❖ Analyzing SEM performance data and developing reports
- Case Studies and Industry Trends:
  - ❖ Examination of successful SEM campaigns
  - ❖ Discussion of emerging best practices

## Module 11: Advanced Practices in Digital Reputation Management (14 hours)

- Developing Effective Crisis Communication Plans
- Protecting and Restoring Digital Reputation
- Blending Paid, Earned, and Shared Media during Crises
- Case Studies and Best Practices in Crisis Management
- Case Studies and Best Practices:
  - ❖ Analysis of real-world crisis management case studies
  - ❖ Identification of best practices and common pitfalls
- Practical Applications and Exercises:
  - ❖ Developing crisis communication plans and conducting online reputation audits
  - ❖ Role-playing exercises to simulate crisis response

## Module 12: Creative Strategy & Channels in Advertising (14 hours)

- Developing Advertising Campaigns for Digital Platforms
- Integrating Media Channels for Maximum Impact

- Managing Client/Agency Relationships
- Leveraging Earned Media Strategies for Advertising Success
- Practical Applications and Exercises:
  - ❖ Developing advertising campaigns based on client briefs
  - ❖ Role-playing client/agency interactions and negotiations
- Case Studies and Industry Trends:
  - ❖ Analysis of successful advertising campaigns
  - ❖ Examination of innovative approaches to client relationships

Each module will involve a blend of theoretical concepts, case studies, practical exercises, and real-world applications on Facebook, Instagram, TikTok, and an additional platform chosen by the instructor. Students will gain hands-on experience through projects and assignments designed to apply the knowledge learned in each module to real-life scenarios on these social media platforms.

**Tuition fee: \$7,000 per person (subject to HST)**