



Potters
International
College

Diploma in Social Media Marketing



Overview

This course provides an overview of the concept known as social media. This course explores the development, trends and tools that are assisting organizations to better connect with their audiences. Students will be immersed into a variety of social media platforms and services, and will become familiar with integrating social media tools with one another. Furthermore, students will gain a broader understanding of the impact and the wider implications of emerging social engagement tools upon organizations and the marketplace.

This program is intended to prepare a student for a career in Social Media Marketing. At the end of this program, students will be able to demonstrate an understanding of the tools required for the development and execution of a social media marketing campaign for a small business

1. BUS 130 - Operations Management 1
2. BUS 141 - Marketing 1
3. BUS 142 - Marketing 2
4. BUS 501 - Business Law
5. ECOM 125 - e-Commerce 1
6. ECOM 126 - e-Commerce 2
7. COMM 140 - Communications
8. SMM 100 - Introduction to Digital Marketing
9. SMM 120 - Social Media Marketing
10. SMM 220 - Mobile Marketing
11. SMM 300 - Social Media Campaign
12. SMM 150 - Digital Analytics
13. SMM 320 - Social Media Business Simulator
14. SMM 250 - Media Planning Essentials
15. COMP 110 - Photoshop



DESCRIPTION OF THE COURSES

BUS 130 - Operations Management 1

This course introduces the learner to the operations management profession. An operations manager is concerned with the planning, decision-making and actions required to produce and deliver the organization's goods and/or services, as opposed to marketing its products, managing its human resources or accounting for its finances. Operations managers work in virtually all enterprises – manufacturing, service, government, for-profit and not-for-profit. Operations managers work in many parts of the organization, including Purchasing and Supply Chain, Inventory Management, Quality Management, Scheduling, Transportation and Logistics, and Front-line Supervision to name a few.

BUS 141 - Marketing 1

You'll learn how to adapt and conform your products and services to differences in regulatory, legal, cultural and consumer/client requirements in international markets. Analyzing how these differences may impact the cost, product design, packaging, labeling, product testing, and service delivery, and then developing strategies around these custom aspects, is key to your long-term success in any international target market.

BUS 142 - Marketing 2

This course focuses on the marketing mix, a collection of variables that marketers control and manipulate in changing market conditions. Once marketing objectives have been developed, companies must decide on specific pricing, products/services, distribution and marketing communication strategies. Students study each of these four marketing mix variables in depth and in the context of a marketing plan.



BUS 501 - Business Law

This course presents the basic legal principles of carrying out international business. It covers the legal implications of international business activities, discusses the legal aspects related to intellectual property, contract liability and responsibility, competition and anti-trust laws, public trade law and legal issues related to E-commerce in international business. This is course that will bridge the gap between government systems, civil liability and profits.

ECOM 125 - e-Commerce 1

This course provides students with the fundamental principles of planning and developing a successful on-line business. It covers issues like key challenges for IT managers, opportunity analysis and business model development.

ECOM 126 - e-Commerce 2

In this follow up to CC125, students will be introduced to the comprehensive user-centered design process to create easy to use, and user centric websites. They will learn to conduct in-depth user research & requirements gathering sessions and then be able to analyze this research data & apply this to a website strategy.

COMM 140 - Communications

This introductory communications course emphasizes the development of reading, writing, listening and speaking business communication skills at a college level. Students write for various purposes and audiences and deliver short presentations to small groups. Students research, analyze, summarize and document information. Students self and peer evaluate written documents and oral presentations. Through reading, media response and discussion exercises, students improve their communication skills. Communicating in diverse teams and across cultures is emphasized.



SMM 100 - Introduction to Digital Marketing

This foundational course is designed to introduce students to digital marketing principles and tools, and how to leverage these tools in order to engage customers and create growth business growth.

SMM 120 - Social Media Marketing

This course introduces students to social media as an integral marketing tool. Students explore social media tactics for online brand management, customer engagement, and business growth.

SMM 220 - Mobile Marketing

Mobile Marketing has become a significant component of Integrated Marketing, so much so, that mobile marketing has begun to eclipse other traditional and online channels. In today's marketplace, mobile Marketing has become an integral touchpoint to generate traffic, communicate information, entertain, create leads and recently, to facilitate transactions. Building on Social Media Marketing, this course introduces the power that mobile adds to a marketer's toolbox

SMM 300 - Social Media Campaign

Social Media Marketing Program culminates with Social Media Campaign. Combining social media tools and marketing principles/strategy this course allows students to demonstrate their mastery and understanding of traditional and digital communication. This course's deliverable is a final real-world project that the student has selected to complete. Students will learn negotiation and client management techniques as well as project management - budgets and deadlines. Projects will be completed during the term and presented to an industry panel on the final day of the course



SMM 150 - Digital Analytics

This course introduces students to the foundation of data analysis in the digital marketing field. Students will learn to measure what matters, see beyond the numbers, and translate data into information, in order to drive informed and strategic decisions. In addition, students will use the Mimic Simulator to run simulated digital marketing campaigns and examine the analytics produced through each round of the campaign.

SMM 320 - Social Media Business Simulator

This unique course simulates a real-world operational marketing department. Students will be placed in teams and charged with researching target markets, developing relevant and effective strategy, and executing and analyzing social media campaigns through the Mimic Social simulation software. The entire process will emulate real-world conditions, including team management, brand competition, deadlines, and budget management.

SMM 250 - Media Planning Essentials

This advanced digital marketing communications course focuses on the elements of effective communication and the strategy for developing productive digital channels of communication. Upon completion of this course, students will be able to effectively identify, understand, and communicate to a target audience.

COMP 110 - Photoshop

Photoshop is a critical graphics tool that is necessary for every online professional. Mastering this tool can assist a social media marketer-significantly increasing their graphics focused skillset while consolidating their service offering to a potential client and/or employer.





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