

BAS 358 : Marketing for Managers

Credits 5

Quarter Offered Winter

The preeminent business visionary, Peter Drucker, described marketing as one of the two most important elements of an organization's success. This is true for both nonprofit and for-profit organizations. Although social media is a new and highly valuable marketing tool, social media needs to augment, as opposed to replace, marketers' foundational tools of TV, radio, and print media. Additionally, with the bombardment of marketing messages combined with the elimination of commercials, it's more difficult than ever for marketers to construct engaging messages and get them to the right audience. In this course, students will learn about and assess the benefits and disadvantages of traditional marketing tools as well as social media. Students will also compose stories that will generate both long-term brand loyalty and short-term sales. This class may include students from multiple sections.

Must be seeking a Bachelor of Applied Science in Management degree to enroll. If interested, visit pencol.edu/bas

Course Outcomes

- Discuss various concepts, theories, and principles of social media management.

- Understand and apply Metcalf's Law.

- Understand and apply current social media trends.

- Research social media users, and design a social media for a site appropriate to users' needs.

- Plan a social media marketing campaign.

- Identify and access the effects of mobile social media.

- Identify and apply change management techniques to the implementation of social media elements within an organization.