

**Get on Board - Learn – Have Fun  
It's more than a course – Social Media is your future!**

Space  
Available  
Spring  
Semester



## ***MKTG 200 - Social Media Marketing***

**3 credits, No pre-requisites**

***Tues- Thurs: 10:00 - 11:15 am***

***Instructor: Dr. Ira Kaufman***

***You will connect with***



Social Media Marketing, an exciting new course, is still open to round out your spring semester schedule. This learning laboratory is digital, interactive and experiential. It will make you more competitive in the job market. It is open to all majors, exposing you to the current business environment through the “eyes” of social media.

***Learn to use these tools to:***

- *Transform your social experiences into a business strategy.*
- *Establish a relationship with clients and customers.*
- *Prepare yourself to compete successfully in the job market.*

**Social Media Marketing provides a “live” digital experience that delivers skills demanded by the today’s employers. In this innovative course, you’ll learn to design, strategize, implement, and evaluate real Digital Marketing Strategies for businesses and non-profit organizations.**

**Take a look at what students have said about the class:**

**Check out the video --[Preparing Students for the Real World](#)**

### **Student Comments ---Social Media Marketing**

“The tools that we thought we knew at the beginning of the semester, Twitter, Facebook, YouTube, LinkedIn, were all much more than they originally seemed. They were not merely places to socialize with friends, where some few companies had content posted; they are valuable assets, platforms on which companies and individuals can spread ideas, all from a single computer.” P. Berry, Freshman

“My personal goals were to learn how to use Facebook, Twitter, and LinkedIn in an appropriate and professional manner. I learned so much more, like topics such as social bookmarking, Hoot Suite and Google Analytics and many more topics that businesses can use to help their business grow.” T. DeHaven, Junior

“Our project was a great learning experience of how to implement social media from the ground up.” S. Smollon, Junior

“When I started this class I had little skill in how to use many of the social tools. I had never been on Twitter nor had I done a blog post. Now that the semester is coming to an end, I am quite familiar with several social networks and how to use them. Most importantly, I have an understanding of the process of creating social media campaigns. P. Franklin, Freshman

“As a manager at a restaurant, I have absolutely taken away many things from this class that will benefit me and my job. .. I now know effective ways and tools to use when integrating Social Media within our store.” A. Diamond, Senior

“I have a better understanding of social media sites and how they can impact a business... Thanks to this class. I have actually landed a social media marketing position as an intern for a company in Virginia Beach.” J. Carille, Junior

**For more information, contact Dr. Ira Kaufman**

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