

## Marketing & Social Media

30 Cr (9 months)

### I- Semester Plan

|            |  |   |  |  |
|------------|--|---|--|--|
| Semester 1 | Course 1<br>Marketing Principles           | Course 2<br>Marketing Mix<br>Implementation     | Course 3<br>Sales and Customer<br>Service Strategies |  |
| Semester 2 | Course 1<br>Social Media for<br>Business I | Course 2<br>Customer Relationship<br>Management | Course 3<br>Advertising<br>Techniques                |  |
| Semester 3 | Course 1<br>Web Design and<br>Development  | Course 2<br>E commerce Strategies               | Course 3<br>Social Media for<br>Business II          | Course 4<br>Brand<br>Registration<br>and Legal<br>measures |

## II- What can I work with this Diploma?

- Marketing Officer
- Digital Marketing Specialist
- Freelance
- SEO Analyst
- Marketing manager
- Marketing strategist
- Social Media Manager
- Web Designer
- Content Developer

## III- Where can I work with this Diploma?

- Educational Institutions
- Hospitals
- Pharmaceutical Industries
- Nutritionists
- Doctors
- Banks
- Retail
- Traveling Agencies
- Brands Management
- Marketing Agencies
- TV station
- Press
- Printing stations
- Bloggers & Influencers
- Freelance Projects (Online shops, Doctors, Nutritionists, Clothing stores...)

## IV- Course Description

|            |                                  |   |  |
|------------|----------------------------------|---|--|
| Semester 1 | Course 1<br>Marketing Principles | Course 2<br>Marketing Mix<br>Implementation | Course 3<br>Sales and Customer<br>Service Strategies |
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### Course 1 Description (Marketing Principles)

This course help students understand that Marketing is concerned with the creation, communication and delivery of value to customers with a view to create exchanges that build customer relationships and satisfy individual and organizational goals. While the tools and techniques available to organizations to market their products and services are changing rapidly, there are important underlying principles from consumer behavior, marketing research and marketing strategy that can inform the most effective use of these tools and techniques. This course introduces students to these core concepts and provides them with the opportunity to identify how as a marketing team they would use them to create, communicate and deliver value to customers in different settings and contexts by focusing on a real-world case.

### Course 2 Description (Marketing Mix Implementation)

This course aims at introducing the Marketing and operation of marketing systems. It covers topics such as marketing environment, market regulation, strategies, targeting, product-mix, labeling, branding, packaging, pricing, distribution and promotional programs.

### Course 3 Description (Sales and Customer Service Strategies)

The course presents clearly and concisely the nature of the selling process today- namely, relationship selling and managing the buyer-seller relationship process. Furthermore, the course presents challenges that managers face working with salespeople in a highly dynamic competitive environment. It provides students with the basic concepts and current trends in the customer service industry. Special areas of emphasis include problem solving, development of a customer service strategy, creating customer service systems, coping with challenging customers, customer retention, and measuring satisfaction.

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| Semester 2 | Course 1<br>Social Media for<br>Business I | Course 2<br>Customer Relationship<br>Management | Course 3<br>Advertising Techniques |
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### Course 1 Description (Social Media for Business I)

This course provides an introduction to social media marketing (SMM). It shows students how to construct social media strategies that achieve desired marketing goals. These marketing goals shape the development of tailored social media strategies. Special attention is given to the most effective techniques for identifying targeted marketing on the social web, with emphasis on the creation of personas that represent the critical online market segments for a company. Students will discover how to put these well-defined personas to work in selecting the optimal social media platforms for reaching an organization's marketing goals. They will be taught the rules of engagement and social media ethics for behaving properly as marketers on the social web. The student will be able to create a comprehensive social media marketing plan, with detailed explanations and illustrations from a real world plan.

### Course 2 Description (Customer Relationship Management)

Customer service is a critical area in many enterprises as it can make or break day-to-day business transactions. Topics include: What is Customer Service, Challenges of Customer Service, Role of Problem Solving in Customer Service, Strategy & Formulating a Plan for Success, Empowerment, Communications in Customer Service, Motivation, Customer Retention & Measurement of Satisfaction, and Delivering Customer Service to the Changing Marketplace.

### Course 3 Description (Advertising Strategies)

This course focuses on Advertising, the element of the Marketing mix that positions brands, builds brand awareness, creates and changes consumer perceptions, and can generate trial and stimulate sales. Students will learn how Advertising fits within the overall Marketing strategy. This course explores fundamentals of advertising including Client and Agency relationships and organizational structure, targeting consumers, understanding consumer needs and motivations, identifying key consumer insights and benefits, setting advertising objectives, developing relevant messages and creative development, production, media planning, managing budgets and timelines, and measuring the effectiveness of advertising campaigns.

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| Semester 3 | Course 1<br>Web Design and<br>Development | Course 2<br>E commerce<br>Strategies | Course 3<br>Social Media for<br>Business II | Course 4<br>Brand<br>Registration<br>and Legal<br>measures |
|------------|---|--------------------------------------|---|--|

#### Course 1 Description (Web Design and Development)

This course will provide a basic understanding of the methods and techniques of developing a simple to moderately complex web site. Using the current standard web page language, students will be instructed on creating and maintaining a simple web site. Topics include: Basics of Web Design, Design Principles, Page Layout Navigation, Managing Content, Color and Graphics, Credibility, Site Management, and Final Steps & Extras.

#### Course 2 Description (E commerce Strategies)

This course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—will be explored. Students will build their own web presence and market it using an online platform.

#### Course 3 Description (Social Media for Business II)

This course introduces students to Search Engine Optimization and to Google Adwords. Students will learn the theory behind Google search and other search engine algorithms; they will also build practical, real-world skills that they can apply to a career in digital marketing or online content development, including on-page and off-page optimization, optimizing for local and international audiences, conducting search-focused website audits, and aligning SEO with overall business strategies. Moreover, this course provides students with the best practices to promote their profile or their brand on LinkedIn, YouTube, Twitter, and TikTok. It helps students create a presence of their business, to attract and engage new followers, and to promote its products or services.

#### Course 4 Description (Brand Registration and Legal measures)

Explore the trademark law and brand registration as well as understand the registration process to protect your identity. Identify the different types of trademarks, including names, designs, logos, and trade dress ... We will also discuss strategies for strengthening descriptive marks, and lay out the steps for filing for federal trademark protection.



**DIPLOMA  
PROGRAM**

## V- Contact

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