Marketing & Social Media

30 Cr (9 months)

1. Semester Plan

|  |  |  |
| --- | --- | --- |
| Marketing & Social Media  |  |  |
| Semester 1  | Course 1 Marketing Principles  | Course 2 Social Media for  Business I  | Course 3 Sales and Customer Service Strategies  |
| Semester 2  | Course 1 Social Media for  Business II  | Course 2 SEO and Web site optimization  | Course 3 Content Marketing   |
| Semester 3   | Course 1 Strategic Marketing  | Course 2 Web Design  | Course 3 Consumer Insights   | Course 4Brand Management/ Advertising Techniques |

1. 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

1. 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…)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Semester 1  | Course 1 Marketing Principles  | Course 2 Social Media for Business I  | Course 3 Sales and Customer Service Strategies  | Course 4 Brand Management  |

 IV- Course Description

# 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 (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 welldefined 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 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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Semester2  | Course 1 Social Media  Business II  | for  | Course 2 Content Marketing   | Course 3 SEO & optimization  | Website  |

# Course 1 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 2 Description (Content Marketing)

In this course, you will learn how to develop, organize and implement a content marketing strategy, analyze and measure the effectiveness of content marketing, write compelling copy, use a strategic framework when writing, and build your professional brand and authority through content marketing.

# Course 3 Description (SEO and Web site optimization)

This course will help you gain an understanding of search engine algorithms and how they affect organic search results and websites. Building on this knowledge, you’ll learn the key elements for creating an effective SEO strategy, including how to select keywords and perform keyword research; consumer psychology and search behavior; and how to conduct on-page SEO analysis to identify opportunities to improve a website’s search optimization.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Semester 3   | Course 1 Strategic Marketing  | Course 2 Web design  | Course 3 Consumer Insights  | Course 4Brand Management |

# Course 1 Description (Strategic Marketing)

Strategic Marketing Management is a capstone course that brings together what has been learned in earlier marketing courses and introduces marketing decision making and planning frameworks in the global environment: exploring strategy options; opportunity analysis; strategy setting and implementation.

Course 2 Description (Web design (Adobe Muse, or/ and Dreamweaver)): (- 3 hours-15 weeks)

This course covers the most fundamental and principles of the design process, using Computer software arts and digital graphics (Adobe Photoshop, Illustrator, and After Effect).

Training students focusing directly on the user programs in preparation and design Web pages, including processes and effects by (Dreamweaver/ or Adobe Muse) program, through practical applications and project and reports in the computer lab.

# Course 3 Description (Consumer Insights)

In this course, you will enhance your understanding of how and why people consider, choose, use, and evaluate goods and services. While all of us are consumers, our intuitions about our own behavior as well as that of others' are often vastly inaccurate.

# Course 4 Description (Brand Management)

This course provides an opportunity to internalize the concepts, principles and tools important in successful branding. The course covers the building blocks and principles of branding and strategy, importance of brand equity and how to build and manage brand equity. In other words, the aim of the course is to change the conception of brands as being an organization’s visual identity (e.g., logo) and image (customers' brand associations) to an experience along "moments-that-matter" along the customer journey and, therefore, delivered by people across the entire organization.

# V- Contact

Ms. Mirna Takkoush Ms. Sohad Hammoud

Coordinator of Administration and Registration Admission officer

MUC University Lebanon Tel: +961-1-555896 Ext: 109

Tel: +961-1-555896 Ext: 109 Website: www.muc.edu.lb

 V-