A. Course Description

Credits: 2

Prerequisites: MKTG 300 Marketing Principles or equivalent with instructor's consent.

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course focuses on social media marketing principles businesses use to market goods or services to other businesses. Topics include organizational buying and buying behavior, customer relationship management analysis and strategies, and targeting as it relates to business-to-business (B2B) marketing. We will explore in-depth the application of social media marketing to the business customer.

B. Course Effective Dates: 08/01/1998 - 09/05/1999 09/06/1999 - 05/01/2012 05/02/2012 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Develop a simple B2B Social Media plan for an organization
2. Have knowledge of kinds of social media B2B organizations use
3. Understand B2B marketing and its challenges
4. Understand how B2B Social Media differs from Consumer Social Media

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Prerequisite: Goal I: Communication - Part I Writing, plus 30 credits must be satisfied.