UA Initiative for the Development of Online Programs

**PI names:** Linda L. Price and Hope J. Schau

**Program Title:** Social Media Marketing Strategy Online Graduate Certificate Program

**Project Description**

Our initiative introduces a unique online graduate certificate in social media marketing strategy comprised of three courses (9 credit hours) selected from a four-course platform. The program faculty members have international reputations in the fields of innovation, social media, brand communities and marketing strategy.

Social media have revolutionized marketing. Social media expertise is an absolute necessity to succeed in today's marketplace. Students entering the marketing profession and marketing practitioners need new models, measures, approaches and concepts to integrate and leverage social media for product innovation, marketing communications, and customer relationships and community management.

**Goals**

1. Offer a comprehensive understanding of social media and the ways in which social media can be strategically leveraged in corporate marketing as part of an accredited certificate from a top-ranked College of Business;
2. Provide flexibility and enhanced offerings to current MBA students seeking to specialize in marketing;
3. Respond to demands from graduating seniors, current graduate students and working professionals seeking to supplement their degree with additional credentials in social media marketing strategy;
4. Respond to employer demands for marketing professionals skilled in using and integrating social media for business growth;
5. Leverage the visibility of our faculty and research onto a global educational platform.

**What was accomplished?**

- Surveyed existing social media strategy management programs to assure a distinctive and cutting-edge academic curriculum;
- Developed and completed a survey to assess the level and nature of student demand, and the types of curriculum, format and skills most desired;
- Set up a template and rubric for developing and offering two of the four courses including: MKTG 530E: Introduction to Social Media and Marketing Communications and MKTG 559E: Social Media for Product Development and Innovation;
- Finalized our application for Graduate Certificate Approval;
- Scheduled participating faculty and graduate students to complete training in Quality Matters.

**Assessment**

We have developed a master set of formative and summative assessments to be used across the overall program and within each module and each course. We provide “in process” feedback within each module along with hands-on individual lab activities to assess application within learning modules. We also include summative assessments in the form of conceptual applications and final projects to assess overall mastery of course and program content. Discussion forums are used to create and sustain interactive learning. In addition to typical course evaluations, we include assessments specific to the online course platform. This will enable us to identify improvement opportunities in course delivery, navigating the course site, facilitating interactions among faculty and students, offering technical support and so on.

**Future Plans**

- Offer two additional courses to complete the four course certificate program including: MKTG 542E: Social Media for Relationship Marketing and MKTG 555E: Social Media and Community Management within the next year.
- Collaborate with Eller faculty in Management Information Systems and the McGuire Center for Entrepreneurship to enhance our online offerings beyond a certificate program especially focusing on measuring and modeling social media and collaborative models for innovation within the next two years.
- Offer a specialization in social media marketing management as part of an online masters program in Marketing within the next three years.

**May 2011**