



Business Program: Social Media Marketing Option

State Submission

Kelly O'Brien

1/4/2012

Table of Contents

| | |
|--|---|
| EXECUTIVE SUMMARY | 2 |
| IDENTIFICATION AND DESCRIPTION OF THE PROGRAM | 3 |
| OBJECTIVES AND PURPOSE OF THE PROGRAM | 3 |
| PROGRAM OUTCOMES | 3 |
| METHODS OF OBTAINING THE OBJECTIVES OF THE PROGRAM..... | 3 |
| POPULATION SERVED BY THE PROGRAM | 4 |
| PROJECTED THREE-YEAR BUDGET | 4 |
| PROGRAM COMPETENCIES AND ENTRY AND EXIT POINTS OF SUBOCCUPATIONS | 4 |
| STATEMENT OF NONDUPLICATION | 4 |
| CURRICULUM DESIGN..... | 4 |
| WAGE FACTOR | 5 |
| EMPLOYMENT OUTLOOK..... | 5 |
| APPENDIX B – LETTERS OF SUPPORT | 8 |

Social Media Program

EXECUTIVE SUMMARY

Western Dakota Technical Institute is seeking approval to offer a Social Media Marketing specialty option to the Associate of Applied Science degree in Business. Social media is a growing field that affects business and industry in every spectrum of the market. To stay competitive in today's economy, businesses must utilize social media marketing and Web 2.0 tools to reach the consumer.

Currently, there are very few programs in the United States that offer students the ability to specialize in social media marketing. There are a few certificates at the graduate level, but other than that options do not exist currently. Most businesses are scrambling to keep up with the rapid changes in social media marketing and to find trained employees who are experts in the field.

Western Dakota Technical Institute will market this program as a Business Associate of Applied Science degree with an emphasis in Social Media Marketing. The degree will be a 21-month or 4-semester curriculum.

IDENTIFICATION AND DESCRIPTION OF THE PROGRAM

The Social Media program is designed for students who are interested in working in marketing with emphasis in social media trends. Social media's prominence in marketing and advertising has created a niche for social media gurus. Businesses must engage in social media such as Facebook, Twitter, blogs, You Tube, and other Web 2.0 tools to survive in today's competitive business climate. The four-semester Social Media degree will prepare students to utilize cutting edge marketing tools to promote businesses.

OBJECTIVES AND PURPOSE OF THE PROGRAM

The primary objective of the Social Media program is to prepare students with the necessary skills to work in marketing and advertising while specializing in social media. Students will take coursework in social media/interactive marketing and e-commerce, search engine marketing, writing skills for social media, social media marketing campaigns, multimedia for business, desktop publishing, website development, advertising, workplace relations, business math applications, business communications, and professional development including ethics, etiquette, and social awareness. This program will also provide education and training in soft skills such as teamwork, interpersonal skills, and attention to detail.

PROGRAM OUTCOMES

The Social Media degree graduate will be able to:

- Demonstrate good judgment in etiquette and ethics when marketing businesses.
- Analyze key issues in business marketing situations.
- Relate effective problem-solving techniques in business marketing problems.
- Produce effective social media campaigns utilizing persuasive writing skills.
- Integrate the latest technology in creating social media campaigns.
- Critique effectiveness of themselves and others when working collaboratively on social media campaigns and other marketing efforts.
- Develop an awareness of the importance of community as it relates to their career.
- Value diversity.
- Obtain employment in the field utilizing their knowledge in e-commerce, marketing, and the latest social media tools.

METHODS OF OBTAINING THE OBJECTIVES OF THE PROGRAM

The program will include: classroom instruction, online instruction, guest speakers, and internship opportunities. The Social Media program will work closely with the business programs' industry advisory board who will assist in forming partnerships to assist WDT with

innovative curriculum, hands-on-learning, and to keep up-to-date with the latest social media trends.

POPULATION SERVED BY THE PROGRAM

The Social Media program will be available to all interested individuals who successfully meet the WDT admission criteria established for the program. The program will be open to full-time or part-time students, and the program will be open to high school students interested in dual enrollment opportunities. No restriction will be made regarding race, creed, gender or age. The program will draw students primarily from South Dakota. The opportunities for employment in the field will be primarily in South Dakota. Western Dakota Tech is exploring options to put the Social Media program online to increase opportunities for those employed in remote locations.

PROJECTED THREE-YEAR BUDGET

The Social Media program will have little effect on current staffing or funds needed as much of the curriculum is currently offered at Western Dakota Technical Institute with the exception of four courses. The first year budget implication for design and delivery of curriculum will be approximately \$15,000. The program would have no enrollment cap.

PROGRAM COMPETENCIES AND ENTRY AND EXIT POINTS OF SUBOCCUPATIONS

Entry point: Fall Semester

Exit point: Graduation with a Business AAS degree with emphasis in Social Media Marketing after four semesters.

STATEMENT OF NONDUPLICATION

This is the first program of its kind in the state of South Dakota.

CURRICULUM DESIGN

See Appendix A for Curriculum Sequence

WAGE FACTOR

| South Dakota Wage Projections for Statewide, Rapid City, and West | | | | | Placement | | | | |
|---|-----------|--|---------|-----------|------------------|------------------|------------------|------------------|------------------|
| AREA | SOC CODE* | Occupation * | Workers | Ave. Wage | 10 th | 25 th | 50 th | 75 th | 90 th |
| Statewide | 27-3031 | Public Relations Specialist | 1000 | 20.94 | 13.84 | 15.99 | 19.53 | 24.64 | 30.44 |
| Rapid City MSA | 27-3031 | Public Relations Specialist | 110 | 21.13 | 14.65 | 16.57 | 19.62 | 23.06 | 29.26 |
| West | 27-3031 | Public Relations Specialist | ** | 20.29 | 15.18 | 16.55 | 18.77 | 22.59 | 27.27 |
| Statewide | 43-0000 | Office and Administrative Support Operations | 66,710 | 13.17 | 8.77 | 10.33 | 12.42 | 15.13 | 18.54 |
| Rapid City MSA | 43-0000 | Office and Administrative Support Operations | 10,000 | 12.75 | 8.51 | 9.99 | 11.99 | 14.76 | 18.16 |
| West | 43-0000 | Office and Administrative Support Operations | 5530 | 12.50 | 8.32 | 9.71 | 11.85 | 14.58 | 17.91 |

Data derived from SD Department of Labor <https://apps.sd.gov/applications/ld54lmicinfo/WAGES/OWLSTPUBA.ASP>

*At this time the DOL does not have data for Social Media occupations. Therefore data on Office and Administrative Support Operations have been provided along with Public Relations Specialist which were the best matches that could be found. Wages should be comparable to the current Business Management & Marketing program at WDT.

**Data not available do to disclosure concerns or reliability issues.

EMPLOYMENT OUTLOOK

South Dakota Occupational Projections 2008-2018

| SOC | SOC Title | 2008 | 2018 | Growth | % Growth | Average Annual Demand |
|---------|---|------|------|--------|----------|-----------------------|
| 27-3031 | Public Relations Specialist | 975 | 1150 | 175 | 17.9% | 41 |
| 43-6011 | Executive Secretaries & Administrative Assistants | 3090 | 3375 | 285 | 9.2% | 71 |

Data derived from SD Department of Labor http://dlr.sd.gov/lmic/menu_projections.aspx#occupations

On a National Level retrieved from the Occupational Outlook Handbook
<http://www.bls.gov/oco/ocos086.htm> :

Employment of administrative assistants is expected to increase by 11 percent, which is about as fast as the average for all occupations, between 2008 and 2018. Growing industries—such as construction; educational services; healthcare and social assistance; and professional, scientific, and technical services—will continue to generate the most new jobs.

Employment of public relations specialists is expected to grow 24 percent from 2008 to 2018, much faster than the average for all occupations. The recent emergence of social media in the public relations is expected to increase job growth as well. Many public relations firms are expanding their use of these tools, and specialists with skills in them will be needed.

Among detailed industries, the largest job growth will continue to be in advertising and related services. Additional job opportunities should result from the need to replace public relations specialists who retire or leave the occupation for other reasons.

Social Media Marketing CIP Code: 52.0201

APPENDIX A – SOCIAL MEDIA MARKETING PROGRAM CURRICULUM

| Social Media Marketing AAS Degree | | | | | | |
|-----------------------------------|---|-----------|--|--|-------|--------|
| Number | Title | | | | | Credit |
| FIRST SEMESTER | | | | | | |
| ACCT 210 | PRINCIPLES OF ACCOUNTING 1 | | | | | 4 |
| BUS 101 | INTRODUCTION TO BUSINESS | | | | | 3 |
| BUS??? | SOCIAL MEDIA MARKETING | | | | | 3 |
| CIS105 | MICROCOMPUTER SOFTWARE APPLICATIONS | | | | | 3 |
| BUS 136 | ORAL COMMUNICATIONS FOR BUSINESS | | | | | 2 |
| MATH 112 | BUSINESS MATHEMATICS | | | | | 3 |
| ORT 010 | ORIENTATION | | | | | 1 |
| | | | | | TOTAL | 19 |
| SECOND SEMESTER | | | | | | |
| BUS??? | SEARCH ENGINE MARKETING | | | | | 3 |
| BUS 120 | PRINCIPLES OF MARKETING | | | | | 3 |
| BUS 137 | PROFESSIONAL DEVELOPMENT | | | | | 1 |
| BUS 156 | WEBSITE DEVELOPMENT FOR BUSINESS | | | | | 3 |
| BUS 134 | WRITTEN COMMUNICATIONS FOR BUSINESS | | | | | 4 |
| BUS 140 | BUSINESS LAW | | | | | 3 |
| | | | | | TOTAL | 17 |
| THIRD SEMESTER | | | | | | |
| BUS 160 | PRINCIPLES OF SELLING | | | | | 3 |
| BUS??? | WRITING FOR SOCIAL MEDIA MARKETING | | | | | 3 |
| BUS 152 | DESKTOP PUBLISHING FOR MARKETING | | | | | 3 |
| BUS 224 | PERSONAL FINANCE | | | | | 3 |
| ENGL 101 | COMPOSITION OR TECH WRITING II* | | | | | 3 |
| BUS 240 | ADVANCED COMPUTER APPLICATIONS FOR BUSINESS | | | | | 4 |
| | | | | | TOTAL | 19 |
| FOURTH SEMESTER | | | | | | |
| BUS 150 | ADVERTISING | | | | | 3 |
| BUS??? | SOCIAL MEDIA MARKETING CAMPAIGN | | | | | 3 |
| ECN 202 | PRINCIPLES OF ECONOMICS OR SURVEY OF ECONOMICS* | | | | | 3 |
| BUS 157 | MULTIMEDIA FOR BUSINESS | | | | | 3 |
| PSYC 101 | GENERAL PSYCHOLOGY or HR IN THE WORKPLACE* | | | | | 3 |
| BUS 290 | INTERNSHIP | OR | | | | |
| BUS 226 | PERSONAL INVESTMENTS | | | | | 2 |
| | | | | | TOTAL | 17 |

APPENDIX B – LETTERS OF SUPPORT



December 27, 2011

Dr. Craig Bailey, President
Western Dakota Technical Institute
800 Mickelson Drive
Rapid City, SD 57703

Reference: Business Program: Social Media Marketing

Dear Dr. Bailey:

The Rapid City Area Economic Development Partnership supports your efforts to offer a Social Media Marketing specialty option to the Associate of Applied Science degree in Business.

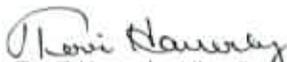
This program is being designed for the jobs of today and tomorrow and to help students create their own economic development opportunities. With almost every business looking to embrace social media, there is clearly a demand for education on it.

Companies in general are investing big in social media and it has become an essential component of executive marketing strategies. Graduates should have a multitude of employment options available, utilizing their knowledge in e-commerce, marketing, and the latest social media tools.

This option meets the goals of Western Dakota Tech to build today's workforce and Rapid City Economic Development's goal as we strive to drive actions which will lead to sustainable economic growth within the region.

If I may be of any other assistance, please contact me at thavelry@rapiddevelopment.com or 605.716.0003.

Sincerely,


Terri Haverly, Vice President



January 4, 2012

Dr. Craig J. Bailey, President
Western Dakota Tech
800 Michelson Drive
Rapid City, SD 57701

Re: Social Media Marketing Program

Dear Dr. Bailey:

I am pleased to hear that WDT is considering adding Social Media Marketing to the curriculum. As a leading advertising agency in South Dakota I can attest that this level of knowledge is becoming critical to employment with our firm, and I can only assume to companies with in-house marketing positions as well.

Social media has become an integral part of a business's overall marketing plan and their website's search ranking results. It allows businesses to not only communicate directly with their customers but to actually build relationships with them.

Social Media Marketing isn't something we can approach lightly. It requires a plan and a solid understanding of how social sites are used and an understanding of how to measure results. Since Social Media Marketing is a key element to business marketing and brand management we highly support the idea of it being an area of focus in an overall marketing education program.

In the last 18 months search and social media have been the fastest growing pieces of our business; expanding from one part-time employee to four full-time staff dedicated to search and social marketing.

We appreciate your forward thinking when it comes to skills required for marketing students. If there is any way we can assist in your progress, please don't hesitate to call on us.

Kindest regards,

A handwritten signature in blue ink that reads 'Stacey Sharp'. The signature is fluid and cursive, with the first letters of 'Stacey' and 'Sharp' being capitalized and prominent.

Stacey Sharp
Vice President



MARKETING FOR PROFESSIONAL SERVICES

January 5, 2012

Ms. Kelly O'Brien
Dean of General Education & Business
Western Dakota Tech
800 Mickelson Drive
Rapid City, SD 57703

Dear Ms. O'Brien:

I am writing in support of the new Social Media Marketing Option at WDT. Social Media has become a great tool for companies to reach their customers and potential customers. This industry is growing and will continue to grow and evolve into the foreseeable future.

This program has the potential to create experts that will go on to work for mid to large size companies, which would be great. These companies have marketing and sales departments that rely more and more on Social Media. But with today's economy, those jobs are limited.

What I think is more important for this program is the potential to create experts that can start their own Social Media Marketing Business and work for small, mid, or large size companies on a contract basis. In our region in particular, this will be a key element to this program. The business would simple to set up, and require very low start up fees.

Good luck in your endeavors and equipping young people with the tools they need to thrive in tomorrow's economy.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Arnold".

Michael Arnold
President
Windfall, Inc.