

SMA Teaching Moment

Social Media Consulting and Practice in Real Time

Melissa N. Clark, Ph.D.

Associate Professor of Marketing

Coastal Carolina University



Bridging the Gap

- As digital natives, the millennial generation has a natural ability to understand online sites and social media.
- Many business leaders are not digital natives and have a need for these skills in their businesses.
- Coordinating the students' skills with the business owners' needs is mutually beneficial.



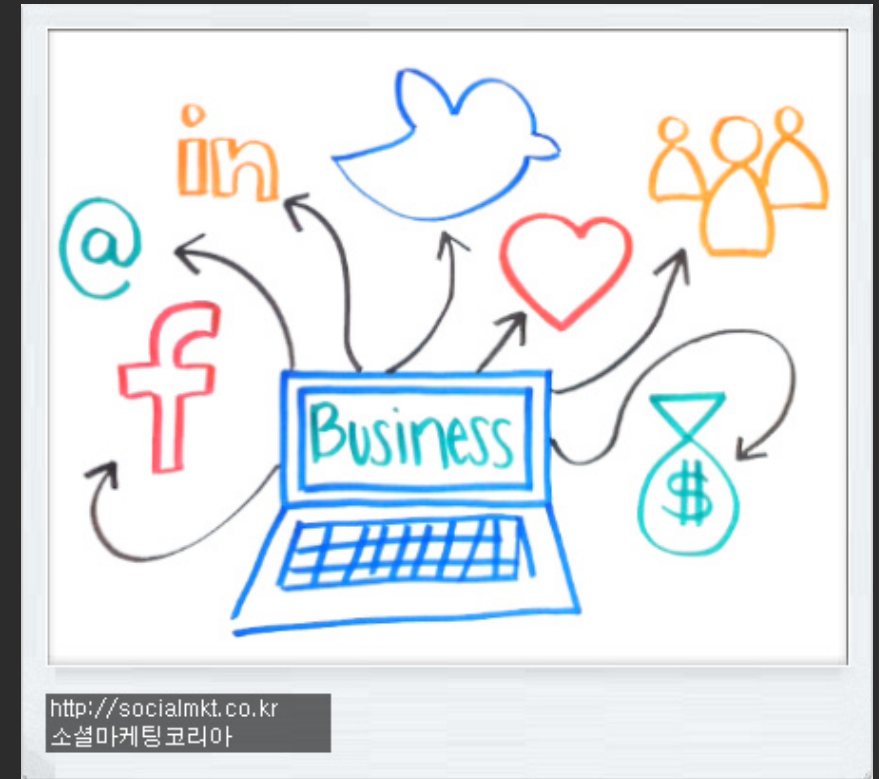
Example: Advanced Social Media Marketing



- Students use a social media management platform (Hootsuite) to post to the social media accounts for a local business.
- They work in teams to benchmark peers and aspirants; create a strategy; and prepare an editorial calendar.
- The teams rotate social media sites each week for four weeks and post content to the assigned site (i.e. Facebook, Twitter, Instagram, and Pinterest).

Example: Advanced Social Media Marketing

- At the end of each week the team reviews their results and briefs the next team for the following week.
- At the end of the project, they reflect on what was successful and what was not as well as what they learned from the experience.
- The course concludes with a third-party certification in social media marketing.



Conclusion



- The result is a unique experiential learning opportunity for students applying their natural abilities in real time to benefit local businesses looking for those skills.
- A common by-product is creating a marketing internship and placing a student from the class in that position.
- Everyone is a winner!