MGT 3771 - Social Media and E-Commerce

Fall 2026 Syllabus, Section A01, CRN 43342,

Credit hours: 3

Instructor

Patrick Bateman

Email: pjbateman@ysu.edu

Public Instructor Information

Instructor Title:
Distinguished Professor

Instructor Professional Qualifications:
Ph. D., Business Administration, University of Pittsburgh, Katz Graduate School of Business

Master's, Management Information Systems, Temple University, Fox School of Business

Bachelor's, Accounting and Finance, Rutgers University, School of Business – Camden

Instructor Office Location:
Williamson College of Business Administration, 3354

Instructor Office Phone:
330-941-3524

Course Description

3771. Social Media and E-Commerce. Businesses rely on social media, digital platforms, and e-commerce to reach customers, build relationships, and create value. This course examines how organizations attract, engage, and convert connected customers through content, customer experience design, social media strategy, and search engine optimization (SEO). Students learn these practices from a managerial perspective, including how to develop insights and make recommendations. Industry-recognized certifications are incorporated to strengthen career readiness. Prereq.: MGT 3725 OR MKTG 3703, 2.5 GPA. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required			

This course uses a custom-designed companion text, *Building a Business's Digital Presence*, in place of a traditional textbook. The text was developed specifically for this course to provide students with focused companion knowledge that supports the weekly modules without the added expense of purchasing a traditional textbook. It is designed to align closely with the course structure, assignments, and learning goals, while presenting content in a practical, applied format that connects directly to contemporary business practice.

Topics addressed in the companion text include the connected business, customer experience and content strategy, search engine optimization (SEO), SEO training and certification preparation, social media strategy foundations, social media strategy execution, and bringing a company's digital presence together into a more integrated whole. Because the text was created specifically for this course, it allows the material to be more targeted, current, and relevant than a broad survey textbook. It also supports a more streamlined learning experience by reducing unnecessary content, reinforcing key concepts across modules, and integrating more naturally with the course's applied assignments and professional development focus. All companion text readings are provided through Blackboard at no additional cost.

Bateman, P.J. (2026). *Building a business's digital presence* [Unpublished course text]. Williamson College of Business Administration, Youngstown State University.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
10/19	Building a Business's Digital Presence – Module 1: The Connected Business	Module 1: The Connected Business	LinkedIn Learning – M1: Digital Marketing Foundations LinkedIn Learning – M1: Identifying Your Target Market M1: Discussion – Web Presence and Target Customer Analysis M1: Top 3 Applied Insights M1: Quiz
10/26	Building a Business's Digital Presence – Module 2: Customer Experience and Content Strategy	Module 2: Customer Experience and Content Strategy	LinkedIn Learning – M2: User Experience for Web Design LinkedIn Learning – M2: UX Foundations – Content Strategy M2: Discussion – Customer Experience and Content Strategy Analysis M2: Top 3 Applied Insights M2: Quiz
11/2	Building a Business's Digital Presence – Module 3: Search Engine Optimization	Module 3: SEO Foundations	LinkedIn Learning – M3: SEO Foundations LinkedIn Learning – M3: Improve SEO for Your Website M3: Discussion – SEO Strategy and Keyword Research M3: Top 3 Applied Insights M3: Quiz
11/9	Building a Business's Digital Presence – Module 4: SEO Training and Certification	Module 4: SEO Training & Certification	M4: Assignment – SEO Training and Certification Prep Slides M4: Quiz – SEO Certification Prep M4: Assignment – SEO Certification Exam
11/16	Building a Business's Digital Presence – Module 5: Social Media Strategy Foundations	Module 5: Social Media Strategy Foundations	LinkedIn Learning – M5: Introduction to Social Media Strategy LinkedIn Learning – M5: Content Marketing for Social Media M5: Discussion – Social Media Strategy Recommendation M5: Top 3 Applied Insights M5: Quiz
11/23	Building a Business's Digital Presence – Module 6: Social Media Strategy Execution	Module 6: Social Media Execution, Growth, and Measurement	M6: Assignment – Social Media Development and Building Slides M6: Assignment – Social Media Growth and Measurement Slides
11/30	Building a Business's Digital Presence – Module 7: Bringing a Company's Digital Presence Together	Module 7: Social Media Marketing Certification and Course Wrap-Up	M7: Quiz – Social Media Marketing Certification Prep M7: Assignment – Social Media Marketing Certification Exam M7: Discussion – Integrated Recommendation Brief

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.