

# uCertify

## Course Outline

**Strategic Social Media: From Marketing to Social  
Change**



30 Oct 2025

1. Pre-Assessment
2. Exercises, Quizzes, Flashcards & Glossary  
Number of Questions
3. Expert Instructor-Led Training
4. ADA Compliant & JAWS Compatible Platform
5. State of the Art Educator Tools
6. Award Winning Learning Platform (LMS)
7. Chapter & Lessons  
Syllabus  
Chapter 1: Introduction  
Chapter 2: The Foundational Principles of Behavior Change  
Chapter 3: Information Diffusion  
Chapter 4: Establishing Community  
Chapter 5: Mobilizing Your Users  
Chapter 6: Social Media Uses  
Chapter 7: Active Within Structures  
Chapter 8: Social Media Messages for Engagement  
Chapter 9: Social Media for Personal Branding  
Chapter 10: The Long Tail and Social Media Business Models  
Chapter 11: Social Media Marketing Strategies  
Chapter 12: Mobile Marketing and e?Commerce  
Chapter 13: Evaluating Social Media Marketing  
Chapter 14: Social Media for Social Behavior Change  
Chapter 15: Social Media and Health Campaigns  
Chapter 16: Social Media and Civic Engagement  
Chapter 17: Communication for Development  
Chapter 18: Social Media and Entertainment–Education  
Chapter 19: Social Media in a Post?convergence Era

Chapter 20: Arguing for a General Framework for Social Media Scholarship

Chapter 21: The Future of Social Media

Videos and How To

## 8. Practice Test

Here's what you get

Features

## 9. Performance Based labs

Lab Tasks

Here's what you get

## 1. Pre-Assessment

Pre-Assessment lets you identify the areas for improvement before you start your prep. It determines what students know about a topic before it is taught and identifies areas for improvement with question assessment before beginning the course.

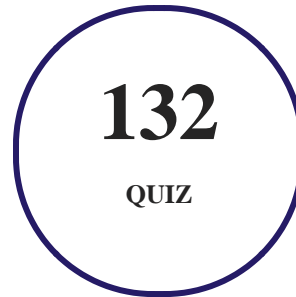
## 2. Exercises

There is no limit to the number of times learners can attempt these. Exercises come with detailed remediation, which ensures that learners are confident on the topic before proceeding.

**72**  
EXERCISES

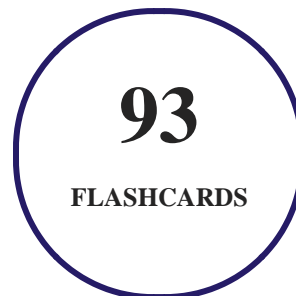
## 3. Quiz

Quizzes test your knowledge on the topics of the exam when you go through the course material. There is no limit to the number of times you can attempt it.



#### 4. flashcards

Flashcards are effective memory-aiding tools that help you learn complex topics easily. The flashcard will help you in memorizing definitions, terminologies, key concepts, and more. There is no limit to the number of times learners can attempt these. Flashcards help master the key concepts.



#### 5. Glossary of terms

uCertify provides detailed explanations of concepts relevant to the course through Glossary. It contains a list of frequently used terminologies along with its detailed explanation. Glossary defines the key terms.



## 6. Expert Instructor-Led Training

uCertify uses the content from the finest publishers and only the IT industry's finest instructors. They have a minimum of 15 years real-world experience and are subject matter experts in their fields. Unlike a live class, you can study at your own pace. This creates a personal learning experience and gives you all the benefit of hands-on training with the flexibility of doing it around your schedule 24/7.

## 7. ADA Compliant & JAWS Compatible Platform

uCertify course and labs are ADA (Americans with Disability Act) compliant. It is now more accessible to students with features such as:

- Change the font, size, and color of the content of the course
- Text-to-speech, reads the text into spoken words
- Interactive videos, how-tos videos come with transcripts and voice-over
- Interactive transcripts, each word is clickable. Students can clip a specific part of the video by clicking on a word or a portion of the text.

JAWS (Job Access with Speech) is a computer screen reader program for Microsoft Windows that reads the screen either with a text-to-speech output or by a Refreshable Braille display. Student can easily navigate uCertify course using JAWS shortcut keys.

## 8. State of the Art Educator Tools

uCertify knows the importance of instructors and provide tools to help them do their job effectively. Instructors are able to clone and customize course. Do ability grouping. Create sections. Design grade scale and grade formula. Create and schedule assessments. Educators can also move a student from self-paced to mentor-guided to instructor-led mode in three clicks.

## 9. Award Winning Learning Platform (LMS)

uCertify has developed an award winning, highly interactive yet simple to use platform. The SIIA CODiE Awards is the only peer-reviewed program to showcase business and education technology's finest products and services. Since 1986, thousands of products, services and solutions have been

recognized for achieving excellence. uCertify has won CODiE awards consecutively for last 7 years:

- **2014**

1. Best Postsecondary Learning Solution

- **2015**

1. Best Education Solution
2. Best Virtual Learning Solution
3. Best Student Assessment Solution
4. Best Postsecondary Learning Solution
5. Best Career and Workforce Readiness Solution
6. Best Instructional Solution in Other Curriculum Areas
7. Best Corporate Learning/Workforce Development Solution

- **2016**

1. Best Virtual Learning Solution
2. Best Education Cloud-based Solution
3. Best College and Career Readiness Solution
4. Best Corporate / Workforce Learning Solution
5. Best Postsecondary Learning Content Solution
6. Best Postsecondary LMS or Learning Platform
7. Best Learning Relationship Management Solution

- **2017**

1. Best Overall Education Solution
2. Best Student Assessment Solution
3. Best Corporate/Workforce Learning Solution
4. Best Higher Education LMS or Learning Platform

- **2018**

1. Best Higher Education LMS or Learning Platform

2. Best Instructional Solution in Other Curriculum Areas
3. Best Learning Relationship Management Solution

- **2019**

1. Best Virtual Learning Solution
2. Best Content Authoring Development or Curation Solution
3. Best Higher Education Learning Management Solution (LMS)

- **2020**

1. Best College and Career Readiness Solution
2. Best Cross-Curricular Solution
3. Best Virtual Learning Solution

## 10. Chapter & Lessons

uCertify brings these textbooks to life. It is full of interactive activities that keeps the learner engaged. uCertify brings all available learning resources for a topic in one place so that the learner can efficiently learn without going to multiple places. Challenge questions are also embedded in the chapters so learners can attempt those while they are learning about that particular topic. This helps them grasp the concepts better because they can go over it again right away which improves learning.

Learners can do Flashcards, Exercises, Quizzes and Labs related to each chapter. At the end of every lesson, uCertify courses guide the learners on the path they should follow.

### Syllabus

Chapter 1: Introduction

Chapter 2: The Foundational Principles of Behavior Change

- Introduction

- Bridging Communication Theories and Social Media Practices
- Linear Communication Models to Transactional Processes
- Marketing and Behavior Change Theory
- Summary

### Chapter 3: Information Diffusion

- Introduction
- Diffusing Your Message
- Web 1.0 to Web 2.0 Technology Structure
- Transparency, Control, and Public Relations
- Summary

### Chapter 4: Establishing Community

- Introduction
- Community Development Theory
- Behavior Change and the Power of Social Networks
- Brand Authenticity
- Summary

## Chapter 5: Mobilizing Your Users

- Introduction
- Social Media Mobilization
- The Power of User-Generated Content
- Offline Brand Advocacy
- Summary

## Chapter 6: Social Media Uses

- Introduction
- Transforming Passive Audiences to Participatory Users
- Predicting Social Media Use
- Social Media User Profile
- Summary

## Chapter 7: Active Within Structures

- Introduction
- Active Within Structures
- The Role of Structure

- Recognizing Constrained Active Choices
- Summary

## Chapter 8: Social Media Messages for Engagement

- Introduction
- The Theory of Dialogic Communication
- Social Media Engagement and Virtual Communities
- The Dialogic Loop
- Summary

## Chapter 9: Social Media for Personal Branding

- Introduction
- Personal Branding
- Public/Private Identity
- Omnichannel Personal Marketing
- Summary

## Chapter 10: The Long Tail and Social Media Business Models

- Introduction

- Theory of the Long Tail
- Developing a Business Model
- One Business Model Doesn't Fit All
- Summary

## Chapter 11: Social Media Marketing Strategies

- Introduction
- Transitioning from Traditional Marketing
- Applied Strategic Theory
- Branded Social Experience
- Summary

## Chapter 12: Mobile Marketing and e?Commerce

- Introduction
- Mobile Digital Projections
- Peer Influence and a Shared Social Journey
- Generating Return Visits
- Summary

## Chapter 13: Evaluating Social Media Marketing

- Introduction
- Current Social Media Marketing Measurements
- Building on the Focus Group
- Audience Reception Approach
- Summary

## Chapter 14: Social Media for Social Behavior Change

- Introduction
- We First
- Role of the User
- Identification Through Social Behavior
- Summary

## Chapter 15: Social Media and Health Campaigns

- Introduction
- Activation Theory of Information Exposure
- Health Belief Model

- Mobile Reach
- Summary

## Chapter 16: Social Media and Civic Engagement

- Introduction
- Historical Shifts of Civic Engagement
- Civic Engagement and the Individual Self
- Technology and Political Communication
- Summary

## Chapter 17: Communication for Development

- Introduction
- Exploring Communication for Development
- Modernization, Dependency, and Participatory Approaches to Behavior Change
- Opportunities and Challenges of Communication for Development Approaches
- Summary

## Chapter 18: Social Media and Entertainment–Education

- Introduction

- Theoretical Underpinnings of Entertainment–Education
- Entertainment–Education and Public Health
- MARCH Model of Behavior Change
- Summary

## Chapter 19: Social Media in a Post?convergence Era

- Introduction
- The Culture of Convergence
- Remediation Theory
- Integrating Social Media in a Post?convergence Era
- Summary

## Chapter 20: Arguing for a General Framework for Social Media Scholarship

- Introduction
- The Six Paradigms of Communication Theory
- A General Framework for Mass Media Scholarship
- Key Intersections of Social Media Scholarship
- Summary

## Chapter 21: The Future of Social Media

- Introduction
- The Future Social Media Landscape
- Artificial Intelligence (AI)
- Opportunities and Concerns
- Conclusions in the Future Social Media Landscape
- Summary

## 11. Practice Test

### Here's what you get

#### Features

Each question comes with detailed remediation explaining not only why an answer option is correct but also why it is incorrect.

#### Unlimited Practice

Each test can be taken unlimited number of times until the learner feels they are prepared. Learner can review the test and read detailed remediation. Detailed test history is also available.

Each test set comes with learn, test and review modes. In learn mode, learners will attempt a question and will get immediate feedback and complete remediation as they move on to the next question. In test mode, learners can take a timed test simulating the actual exam conditions. In review mode, learners can read through one item at a time without attempting it.

## 12. Performance Based Labs

uCertify's performance-based labs are simulators that provides virtual environment. Labs deliver hands on experience with minimal risk and thus replace expensive physical labs. uCertify Labs are cloud-based, device-enabled and can be easily integrated with an LMS. Features of uCertify labs:

- Provide hands-on experience in a safe, online environment
- Labs simulate real world, hardware, software & CLI environment
- Flexible and inexpensive alternative to physical Labs
- Comes with well-organized component library for every task
- Highly interactive - learn by doing
- Explanations and remediation available
- Videos on how to perform

### Lab Tasks

- Creating Belonging Through Social Media: The Starbucks #whatsyourname Campaign
- When Humor Saves Lives: Exploring the Man Therapy Campaign and Diffusion Messaging in Mental Health
- Secrets, Socials, and Shared Cravings: How KFC Built a Digital Community with a Secret Menu
- BeReal, BeYou: The Rise of Authenticity in a Filtered World
- All-in-One and Always-On: How WeChat Became a Daily Habit
- Wrapped in Ritual: How Spotify Makes Data Personal and Shareable
- Building Worlds, Building Bonds: How Roblox Turns Play into Community
- Personal Branding in the Digital Age
- Livestream Shopping: Lessons from China's Success

**Here's what you get**

9

PERFORMANCE BASED  
LAB

You can't stay away! Get

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