MKT6343 - Content and Social Media Marketing

MKT 6343 Content and Social Media Marketing (3 semester credit hours) This course provides students with the theory and practice of social media tools used by marketing departments and agencies. Students learn best practices in social media for improving awareness, engagement, lead generation purposes, online reputation management, and word-of-mouth marketing. The course also provides a strategic foundation for both B-C and B-B environments including platform selection, developing a social media content strategy, content curation, social media calendars, and metrics. The course includes a significant hands-on component. Prerequisite: MKT 6301 or instructor consent required. (3-0) R (2016-02-05 18:01:29)