MIS6373 - Social Media and Business

MIS 6373 Social Media and Business (3 semester credit hours) Social media represents one of the most significant changes on the Internet. This course is to familiarize students with the newly emerging social media and Web 2.0 landscape and its underlying concepts. The course covers essential skills to analyze, evaluate, and develop the Web 2.0 business models as well as marketing strategies. Different social media and Web 2.0 applications (e.g., Flickr, YouTube, Twitter, Facebook, Groupon, and Blogs) and their multi-disciplinary implications will be discussed. (3-0) R