MKT 6343 - Social Media Marketing and Insights

MKT 6343 Social Media Marketing and Insights (3 semester credit hours) This course is designed to provide students with a theoretical foundation and working knowledge of social media tools used by marketing departments and agencies. Students learn best practices in social media marketing for brand awareness improvement, lead generation, customer relationship management, online reputation/crisis management, and word-of-mouth campaign. The course also provides a strategic foundation for both B-C and B-B environments including platform selection, data driven content curation and development, and ROI measurement of social media interventions using various metrics. The course includes a significant hands-on component. Prerequisite: MKT 6301. (3-0) R