MIS6373 - Social Media Business

MIS 6373 Social Media Business (3 semester credit hours) Social Media represents most of the global Internet traffic and mobile apps. This course discusses the landscape of social media, processes and tools and how to leverage these environments through insightful uses of data and analytics to build a business strategy and get closer to customers. Major social media platforms are also examined along with an integrated entrepreneurial project and third-party tools. (3-0) R