

# MKT4334 - Social Media Marketing

[MKT 4334](#) Social Media Marketing (3 semester credit hours) This course teaches special considerations in social media market research, consumer behavior, and segmentation as well as how to develop a sound social media strategy (content curation) and content management (Hootsuite, Wordpress). The course will also familiarize students with best practices, case studies, and tactical considerations using current popular platforms such as Facebook, Google Plus, Instagram, Pinterest, Twitter, Wordpress, YouTube, and others. The metrics of social media will also be covered using both the tools provided by these platforms as well as by third party tools such as Netbase, Tweetstats, etc. Prerequisite: [MKT 3300](#). (3-0) S