MKT6343 - 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 strategies and 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, word-of-mouth campaign, influencer marketing, and digital IMC. The course also provides a strategic foundation for social media analytics in both B-C and B-B environments, including platform selection, content curation and development, and ROI measurement of social media interventions using various metrics. The course includes a hands-on component. Prerequisite: MKT 6301. (3-0) R