

MKT4334 - Social Media Marketing

[MKT 4334](#) Social Media Marketing (3 semester credit hours) This course focuses on special considerations in social media market research, consumer behavior, and segmentation as well as developing a sound social media strategy (content curation) and content management. The course also familiarizes students with best practices, case studies, and tactical considerations using current popular platforms, YouTube, and others. The metrics of social media will also be covered using both the tools provided by these platforms and third-party tools. Prerequisite: [MKT 3300](#).
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