

MKTG 270: Social Media Strategy

This course introduces students to both the theory and application of today's social media platforms and digital tools. Students will explore the development and influence of user-generated content as well as strategic use of branded content, all in the context of managing multiple digital channels. We will study theories on how content goes viral and examine case studies on ways viral videos have impacted the reputation of individuals and corporations. Overall, students will learn best practices in social media marketing as used by content creators, brands and major institutions.

Credits: 3

Program: Business Administration

Semester Offered: Fall, even years