

MKTG 280: Viral & Organic Growth

Viral and organic growth have become the gold standard by which content marketing efforts are judged. This type of growth is highly valuable because it tends to be relatively cost-efficient. Companies which generate content that spreads through the internet with minimal effort and cost are among the most successful at growing their brand awareness and user base. This course is intended to teach students what drives users to share content, how to build shareable content, and how to run contests and perform other activities that tend to lead to viral or organic growth.

Offered via Rize Consortium.

Credits: 3

Program: Business Administration

Semester Offered: Spring