

Mktg 371: Social and Digital Media Metrics

An overview of measurement systems used to evaluate the effectiveness of social and digital media strategies. The course emphasizes using available performance data to inform strategic decisions with the goal of optimizing digital marketing campaigns. Students will complete the Google Analytics Individual Qualification and Google AdWords certifications, or equivalent.

3 Credits

Prerequisites

• Mktg 351: Marketing Principles (Minimum grade: C)

Instruction Type(s)

Lecture: Lecture for Mktg 371

Subject Areas

Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

