

Mktg 370: Social and Digital Media Strategy MARKETING

An examination of social and digital media marketing strategy and implementation as part of a broader omnichannel marketing campaign. Students will gain an understanding of available digital channels and platforms and learn how to develop an integrated digital and/or social media strategy from formulation to execution.

3 Credits

Prerequisites

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

Instruction Type(s)

• Lecture: Lecture for Mktg 370

Subject Areas

• Marketing/Marketing Management, General

Related Areas

- International Marketing
- Marketing Research

