

Mktg 370: Social and Digital Media Strategy

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

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