

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](#)

