

Mktg 103: Influencer Marketing in Social Media

Influencer marketing has become an extremely popular and pervasive social media marketing strategy. This course considers this topic from the perspectives of the influencers, as well as the companies that hire them. Specifically, students learn how to increase their social media influence, build unique influencer brands that attract the best companies for them, and maximize their personal profit. They then examine influencer marketing from the company's viewpoint by focusing on how companies utilize influencers to accomplish their strategic business.

3 Credits

Prerequisites

Freshman or Sophomore Classification Required

Instruction Type(s)

Lecture: Lecture for Mktg 103

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.

