

Mktg 103: Influencer Marketing in Social Media Marketing

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](#)

