

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

• <u>Mktg 351: Marketing Principles</u> (Minimum grade: C)

Instruction Type(s)

• Lecture: Lecture for Mktg 370

Subject Areas

<u>Marketing/Marketing Management, General</u>

Related Areas

- International Marketing
- <u>Marketing Research</u>

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.

