

Mktg 371: Social and Digital Media Metrics

Marketing

An overview of measurement systems used to evaluate the effectiveness of social and digital media strategies. The course emphasizes using available performance data to inform strategic decisions with the goal of optimizing digital marketing campaigns. Students will complete the Google Analytics Individual Qualification and Google AdWords certifications, or equivalent.

3 Credits

Prerequisites

- [Mktg 351: Marketing Principles](#) (Minimum grade: C)

Instruction Type(s)

- Lecture: Lecture for Mktg 371
- Lecture: Web-based Lecture for Mktg 371

Subject Areas

- [Marketing/Marketing Management, General](#)

Related Areas

- [International Marketing](#)
- [Marketing Research](#)

