

## **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](#)

