

Mktg 371: Social and Digital Media Metrics Marketing, Analytics & Prof Sales

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



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,

questions about the accreditation.