

## **Mktg 370: Social and Digital Media Strategy**

### **Marketing, Analytics & Prof Sales**

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**

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

### **Instruction Type(s)**

- Lecture: Lecture for Mktg 370
- Lecture: Web-based Lecture for Mktg 370
- Lecture: Online Program for Mktg 370

### **Subject Areas**

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

### **Related Areas**

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

