

# IMK345 : Social Media Marketing

In the Social Media Marketing course, students will explore how social media is an integral part of a successful marketing campaign. A progressive aim of any social media effort is to add value to the online community experience and to strengthen the brand's presence within these communities. Evaluating the consumer's mindset and altering the marketing efforts to match these demands completes this complicated task.

Throughout this course, students will learn how to incorporate these methodologies into their marketing campaign to create a strong presence in online communities.

**Credits** 3