

SMM3563 : Social Media Methods

The Social Media Methods course examines the methodology inherent in marketing through social-media applications and applies social media to situations for revenue generation and brand awareness. Students will explore the avenues by which teams and organizations can use social and digital media to grow brand awareness and fan/consumer loyalty. They will also learn to utilize these methods to engage consumers and inspire them to tell others about the products or services being marketed. Students will learn how to evaluate if and when specific marketing approaches are appropriate for their product and/or brand—they will also be tasked with creating and producing their own social-media campaign.

Credits 3