

BUS261L : Social Media Marketing

This course will examine the use of social media marketing today. Students will gain the knowledge and skills needed to effectively use social media to market a business, and/or themselves as business professionals. Attention will be focused on efforts used through the Internet to connect and network with customers and other businesses through digital channels. Areas to be covered include: customer service, building brand loyalty, expanding markets, and creating sales. Students will utilize a variety of social media, including blogs, wikis, LinkedIn, Facebook, Twitter, and more.

Credits 3

Lab Hours 0

Class Hours 3