

BUS-362 : Social Media Marketing

An examination of the social media marketing tools that can be used to engage with customers through integrated marketing communications channels. This course provides the knowledge and insights required to establish objectives and strategies, properly select and integrate social media platforms to engage consumers, and monitor and measure the results of these efforts. Topics will also explore the integration of other digital marketing tools such as search engine optimization, business-to-business digital marketing, and mobile marketing.

Credits 3

Required Prerequisites

[BUS-360](#)