

MKT 2285: Social Media Marketing

Understand social media interactions, examine the various social media channels available to marketers, learn how to build social marketing strategies, and practice how to track their effectiveness.

Credits: 3.0

Prerequisites:

VSB 2020

MKT 1137

SBI 3006

SBI 3040

VSB 2020 or MKT 1137 or SBI 3006 or SBI 3040

Program: [Marketing](#)