

# 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

**Prerequisites:**

VSB 2020

MKT 1137

SBI 3006

SBI 3040

VSB 2020 or MKT 1137 or SBI 3006 or SBI 3040

**Program:** [Marketing](#)