

BA 370: Social Media Marketing

Social Media Marketing (SMM) will prepare students in the use of social media by marketers to increase brand awareness, identify key audiences, generate leads, and build meaningful relationships with customers. SMM allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant and consistent content to attract and retain clearly-defined audiences. The course includes social media content creation, conversation, and metrics. Students will design and implement social media marketing strategy in an online simulation.

Hours: 3

Prerequisites:

BA 232

MC 385

Program: [Business](#)

Semester Offered:

Fall