MASC 3600: Social Media Marketing

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: *.*
Lab Hours/Week: *.*
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

Social media has moved from a pastime to a professional endeavor. This course introduces the major social media platforms and theoretical constructs and examines how companies use social media for marketing, analytics and customer service. This course will give future media and communications professionals practical experience needed to successfully utilize social media for strategic endeavors.

B. COURSE EFFECTIVE DATES: 08/21/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted