

BUSI 212 : Social Media and Digital Marketing

This course will provide a deep dive into Social Media and Digital Marketing communication strategies, best practices, tactics, platforms and media alternatives. Students will be connected with an outside “client” organization. They will conduct secondary and informal primary research, including a social media audit, competitive analysis, and SWOT analysis. Students will then develop and present a social media-driven digital marketing plan to the client. (This course may be taken for credit as COMM 212.)

Credits 3.0