

MCOM 320: Social Media Theory and Practice

Social Media Theory and Practice focuses on utilizing social media platforms to build a competitive marketing advantage. The course features an extensive study on the integration and application of social media technologies. This course aims to introduce the student to the practices used in implementing social media to assist in organizational growth. In doing so, the student will understand the objectives, strategies, platforms, and tactics used in social media.

Semester Hours: 3

Prerequisites:

101 or sophomore status.

Program: Media and Communication