Nebraska Wesleyan University

BUSAD 2150 Social Media Marketing

Catalog

2023-2024

Course Description

This course explores using social media effectively to move consumers to action. To be a successful marketer, you must be able to plan a campaign that aligns with strategic goals, execute using the appropriate channels and tactics, and measure the success or failure of your efforts. This course is an online class offered through the Lower Cost Models Consortium. The class has optional live sessions.

Prerequisite(s): Grade of "C-" or better in BUSAD 2000 Principles of Marketing.

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)