Nebraska Wesleyan University

BUSAD 2350 Viral and Organic Growth

Catalog

2023-2024

Course Description

"Going Viral" is the goal of most web-based marketing content. Companies that generate content that can spread through the internet organically are the most successful in growing their brand. This course will teach you what drives people to share content and build shareable and meme-worthy content. By the end of this course, you will understand what drives viral sharing and learn how to facilitate it. 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.

Archway Curriculum: Essential Connections: Speaking Instructive

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)