Nebraska Wesleyan University

BUSAD 3150 Social Media Marketing

Catalog

2025-2026

Course Description

The average consumer spends 2.5 hours per day on social media sites. This course explores how to effectively use social media to move those consumers to action. In order 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. By the end of this course, you will learn how to do just that. Prerequisite: BUSAD-1650 or BUSAD-2000.

Course Hours

3 hours

Departments

1. Business, Accounting and Economics (Undergraduate)