

MGMT 10253 : SOCIAL MEDIA MANAGEMENT

Study the process of creating, scheduling, analyzing, and engaging with content posted on social media platforms. This process will include understanding what social media is; how to connect the consumer based on psychological and sociological perspectives; develop skills in social media tools; and understand social media channels to publish and distribute pertinent content. Formerly MGT 1023.

Credits 3

Lecture Hours 3

Lab Hours 0