

## **MKT 409 - Digital Social Media**

### **COURSE DESCRIPTION**

Social media technologies are continuously transforming the ways consumers interact with each other and firms. These changes constitute a fundamental shift in the marketplace--consumers have greater opportunities to voice their opinions and connect with other consumers as well as an increased influence over marketers and brands. As a result, the conventional approaches to marketing communications have become more and more challenged. This puts an added emphasis on leveraging social media to engage consumers and propagate ideas, messages, products, and behaviors. This course takes an in-depth look at the relationship between media and human behavior, and examines how organizations capitalize on social media, and these consumer-to-consumer interactions, to support their marketing efforts. Students will get hands-on experience creating comprehensive social media strategies for active brands.

### **LEARNING OUTCOMES**

Through successful completion of this course, students will:

- Understand what social media is, the various channels through which it operates, and its role in marketing strategy
- Use principles of consumer and social psychology to develop social media content and campaigns that engage consumers
- Draw on knowledge about word-of-mouth marketing to develop effective approaches for propagating ideas, messages, products, and behaviors across social networks
- Measure the impact of a social media campaign in terms of a specific marketing objective