

# COM215 : Social Media Marketing & Communications

Students study and apply relevant digital marketing and communication theory. In the context of current platforms, students research, plan, execute, and analyze social media marketing and communication campaigns to achieve goals. Students assess the ethical, political, cultural, and social impact of social media, marketing, and communications. This course prepares students for Google Analytics Certification.

**Credits** 3

**Prerequisite Courses**

COM103: Human Communication

MKT201: Marketing

**Semester Offered**

Spring

**Notes**

Satisfies a Humanities & Fine Arts general education requirement.