

SLMC 410: Social Media & Integrated Marketing.

This course is designed to provide students with the history, theory and practical uses of Integrated Strategic Communication (ISC), along with the legal and ethical issues associated with social media. This course requires students to create comprehensive ISC campaigns with an emphasis on targeted uses of social media channels and tactics.

Credits: 3

Prerequisites/Permissions:

SLMC 323 Advertising Research & Marketing OR SLMC 311 Basic PR Writing, Senior standing.

Program:

Strategic, Legal & Management Communication

COURSE DESCRIPTIONS