

# MKTG 331: Social & Internet Marketing

An introduction to basic concepts used in social media marketing. Examine the various types of social media applications, techniques and tools used to market to various audiences. Work on the creation and execution of digital content and social media campaigns with the opportunity to earn a certificate in social media using HubSpot marketing tools.

**Credits:** 3

**Prerequisites/Permissions:**

MKTG 301 (c), B-School Major/Minor

**Program:**

## Marketing

### COURSE DESCRIPTIONS