

MKTG 4520: Social Media Marketing

3 Credit Hours

Prerequisite: MKTG 3100, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

Social Media Marketing explores the many realms of social media and includes case studies, discussions, interactive exercises as well as articles from the current literature. The course examines the changing role of social media in the promotional marketing mix, the role of the consumer in social media, online communities and how social media is impacting both marketing and consumer lifestyles, how to measure the ROI of social media, and the metrics of social media.

MKTG 4570: Advanced Social Media Marketing

3 Credit Hours

Prerequisite: MKTG 3100, and MKTG 4520

This course is an in-depth exploration of inbound marketing, advanced social media, and paid digital tactics and strategies. This class includes basic website construction, paid social media, search engine optimization tactics, social media analytics, and paid search.

MKTG 4620: Services Marketing

3 Credit Hours

Prerequisite: MKTG 3100, 60 credit hours with a minimum GPA of 2.0, and Admission to the Coles College Undergraduate Professional Program or student in a Coles College Partner Program that includes this course.

An examination of the unique characteristics of service organizations and the increasingly vital role they play in the U. S. economy. By focusing upon the marketing of such diverse services as hotels, hospitals, banking and recreation, the course stresses the importance of tailoring marketing strategies to fit the special needs of service marketers, needs quite different from those of manufacturing organizations.