

Course Code: MADSMED

Course Title: Social Media Marketing

Course Description:

We focus on the use of social media platforms to connect with target audiences in order to build one's brand, drive website traffic and increase sales. This involves publishing informative and relevant content on one's social media profiles, listening to and engaging with one's followers, analyzing results, running social media advertisements and the process of launching promotions. Some examples of major social media platforms that will be covered are Facebook, Instagram, Twitter, YouTube, and TikTok.

Department: Marketing and Advertising

Required text and materials

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