

# MARK 250

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## **MARK 250 Social Media Marketing**

3 Credits

This course offers an overview of how marketing has (and has not) changed due to the rise of social media. It will equip students with the relevant knowledge, perspectives, and practical social media and consumer-to-consumer social interactions for achieving business and marketing goals. This course will examine how traditional methods of communication have influenced the growth of modern social media technology, including First nations oral traditions, talking circles and storytelling. The emphasis of this course is on understanding consumers' social interactions, the various social media channels available to marketers, how to build social marketing strategies, and how to track their effectiveness. (3,0,0)

### **Prerequisites**

BENG 150 and MARK 150

### **Transfer Credits**

Explore transfer credit opportunities by visiting the BC Transfer Guide (<http://www.bctransferguide.ca>)

