

Virginia Western Community College
MKT 284
Social Media Marketing

Prerequisites

None

Course Description

Surveys the use of social networks and online communities such as blogs, wikis, virtual events that allow companies to expand their interaction with customers and develop relationships with collaborative communities. Emphasizes the ongoing transformation of the way companies adjust their marketing plans to improve interaction with customer online.

Semester Credits: 3 Lecture Hours: 3 Lab/Clinical/Internship Hours: 0

Required Materials

Textbook:

[Click here to enter text.](#)

Other Required Materials:

[Click here to enter text.](#)

Course Outcomes

At the completion of this course, the student should be able to:

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Topical Description

- 1.

Notes to Instructors

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