

COMR 372: Social Media Communication

Using the media-usage theory, explains the why and how of using relationship-building social media platforms to meet a wide variety of audiences' communication needs and wants. Students apply concepts learned throughout the course to develop social media strategies, use tools to build a strategic media presence, and learn how to be informed, strategic consumers and producers of communication content delivered on social media platforms.

Credits: 3

Prerequisites:

COMM 214 or MRKT 239.

Program: Public Relations and Advertising