

COMM 345: SOCIAL MEDIA RESEARCH (R)

In this course students will learn best practices of social media integration in marketing campaigns and how they can be used to deliver traditional messages on ever-changing platforms. This course will create an understanding of the power and limitations of social media for delivering content while allowing students to delve deeper into research strategies to determine what are the best platforms for a brand or company in terms of marketing.

Credits: 3

Department: [Communication](#)