

## COMM 245: SOCIAL MEDIA

Develops knowledge and skills needed to understand, critique and implement social media strategies for organizations as well as individuals. Focuses on professional and ethical use of social media. Topics include: history of social media, critical analysis of relationships between social media and audiences, and relationships with traditional media, as well as strategic communication, and entrepreneurship on line. Class will develop projects for nonprofit organizations

**Credits:** 3

**Department:** [Communication](#)