

# 2024-25 ACADEMIC COURSES

## BMG 202: SOCIAL MEDIA STORYTELLING

In this course, students will be introduced to effective storytelling as a powerful tool for individuals and businesses to engage, connect, and inspire on social media platforms. This course is designed to equip students with the knowledge and skills needed to craft compelling narratives that resonate with online audiences. Students will learn strategies designed to help businesses connect with their audience, build brand awareness, and drive engagement. This course is designed to equip students with the knowledge and skills needed to harness the storytelling potential of social media platforms to achieve online business goals.

**Level I Prereq:** Academic Reading and Writing Levels of 6

Description	Hours
Credits	3
Lecture Hours	45
Clinical Hours	0
Lab Hours	0
Other Hours	0
Total Hours	45

Accurate as of 05/17/2024 Information is subject to change without notice.