

2024-25 ACADEMIC COURSES

BMG 203: SOCIAL MEDIA MANAGEMENT

In this course, students will be equipped with the knowledge and skills necessary to thrive in the digital age of business. Students will develop the skills necessary to effectively manage social media platforms for individuals, businesses, and organizations. Students will also explore various social media channels and develop strategies for building a strong online presence, engaging with audiences, and achieving specific marketing and communication goals. This course will cover the fundamental concepts, strategies, and tools essential for successful digital management in various organizational settings.

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.