2024-25 ACADEMIC COURSES

BMG 204: SOCIAL MEDIA ANALYTICS

In this course, students will explore the tools needed to effectively manage and analyze digital marketing efforts on various social media platforms. This course will examine the strategies businesses use to drive strategic decisions, improve brand reputation, and enhance marketing efforts. This course will present students with the knowledge and skills to navigate the digital landscape and maximize the impact of social media through analytics. This course will show students the critical component of management strategy, essential for professionals in understanding how to leverage data and analytics to drive informed decision-making.

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.