CIT 134: Social Media and the Web

Students will learn how to use social media as an effective promotional outlet. They will also increase their social media knowledge base via a variety of strategies and techniques. Topics covered will include YouTube, Linkedin, Twitter, Facebook, etc. Pre or co-requisite BUS 115. Three lecture hours per week.

Course Student Learning Outcomes

1. Create multiple social media accounts (i.e. Facebook, Linkedin, Twitter, etc.) to allow for hands-on learning.
2. Effectively utilize a variety of social media tools.
3. Understand and design a successful social media campaign strategy and evaluate the industry applications and possibilities.

Credits: 3
Program: Computer Information Technology