

# MBA 8681: Digital Marketing & Social Media

Examines how marketers can utilize emerging media (online, social and mobile) to promote customer engagement, enhance their traditional marketing mix, and measure the effectiveness of marketing efforts. Goal is to provide the theoretical understanding of the internet marketplace and equip students with skills needed to perform vital functions

**Credits:** 3.0

**Prerequisites:**

[MBA 8450](#) and [MBA 8650](#)

**Program:** MBA (Business Administration)