

# COURSE DETAIL

## SOCIAL NETWORKS AND VIRTUAL COMMUNITIES

**Country**

Spain

**Host Institution**

Carlos III University of Madrid

**Program(s)**

Carlos III University of Madrid

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

126

**UCEAP Course Suffix****UCEAP Official Title**

SOCIAL NETWORKS AND VIRTUAL COMMUNITIES

**UCEAP Transcript Title**

SOC NET&VIRTUAL COM

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

**Course Description**

This course offers an introduction to social media including tools for management of virtual communities related to social media marketing. Topics include: user-centered design principles, techniques, and tools for digital products; tracking, indexing, and content structuring in project management; development, maintenance, and retention of user communities in relation to a specific digital product.

**Language(s) of Instruction**

Spanish

**Host Institution Course Number**

17453

**Host Institution Course Title**

REDES SOCIALES Y COMUNIDADES VIRTUALES

**Host Institution Campus**

Facultad de Humanidades, Comunicación y Documentación. (Getafe)

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Biblioteconomía y Documentación

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