COURSE DETAIL

SOCIAL MEDIA MARKETING
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication Business Administration
UCEAP Course Number 129
UCEAP Course Suffix
UCEAP Official Title SOCIAL MEDIA MARKETING
UCEAP Transcript Title SOCIAL MEDIA MARKET
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course examines social media marketing from three perspectives—principles, applications and strategies. Social media and network theory, popular social media strategies, and data analytic tools will be introduced.

Language(s) of Instruction
English

Host Institution Course Number
MKTG3529

Host Institution Course Title
SOCIAL MEDIA MARKETING

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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