

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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