

SOCIAL MEDIA MARKETING, MINOR

NJCU's School of Business minor in Social Media prepares students to address the issues and challenges of developing and implementing social media strategies across market sectors. The minor program's focus is on using Social Media for business and leveraging Social Media from a Marketing perspective to effectively connect with consumers and build strong brands on the social web.

Code	Title	Credits
Required Courses:		12
MKTG 231	Principles of Marketing	3
MKTG 332	Market Communications	3
MKTG 422	E-commerce	3
MKTG 350	Social Media Marketing	3
Select one concentration and two of the following courses:		6
For Future Strategists:		
MKTG 331	Consumer Behavior	3
MKTG 432	Marketing Research and Analytics	3
For Future Creatives:		
MKTG 300	Transmedia Storytelling and Social Media Design	3
MKTG 340	Visual Communications for Integrated Marketing Communications	3
Total Credits:		18