CISM190 : Social Media for Business

This course will explore emerging social media technologies and study their application in business. Students will examine these technologies from a theoretical perspective by reading scholarly research and writing, but will also learn how to use and author content. The course covers technologies including social and business networking, blogs, microblogs, collaboration tools, podcasts, forums, viral video, social bookmarking and other emerging web technologies. Additionally, students will learn how to use these technologies to monitor and engage online communities, identify influencers, establish thought leadership and create a sustainable social media business model.

Credits 3
Lecture Hours 3
Lab/Clinical/Field Study Hours 0
Prerequisite Courses
CISM125: Introduction to Computers