A. Course Description

Credits: 2

Prerequisites: MKTG 600 Marketing Management or equivalent with instructor consent.

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week:

MnTC Goals: None

This course focuses on social media marketing principles businesses use to market goods or services to other businesses. Topics include organizational buying and buying behavior, customer relationship management analysis and strategies, and targeting as it relates to business-to-business (B2B) marketing. We will explore in-depth the application of social media marketing to the business customer.

B. Course Effective Dates: 08/01/1998 - 05/02/2012 05/02/2012 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

None

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

None