

# SOCIAL MEDIA MARKETING MINOR

MTG 420 Business Marketing  
Total Hours

15

Department: Marketing (<https://catalog.bradley.edu/undergraduate/business/marketing/>)

The Social Media Marketing Minor prepares students for addressing a critical area of concern to retailers, sports marketers, non-profit marketers, and other entities that wish to create a community around their market offerings. Organizations across a broad array of market sectors are heavily engaged in social media marketing and foresee continued expansion of those activities.

## Specific Objectives

- Build a foundation in consumer behavior that allows students to understand the mechanisms that may be influenced through social media (e.g., social identity, product perceptions, consumer motivation, attitude formation).
- Develop an understanding of the basic principles underlying consumer information processing.
- Develop a framework for understanding firm decisions regarding goals and objectives for marketing programs and the implications for the use of social media.
- Be able to support the integration of social media into the marketing mix decisions of the firm (e.g., customer communication, community-building, generation of product enhancement ideas, customer feedback).

Transfer policies for minors are the same as those for Foster College of Business majors. Grades of "D" in business courses will not be accepted as transfer hours in the Foster College of Business, but may be counted by the university. Prior approval of transfer credit must be secured from the chair of the Department of Marketing. A minimum cumulative GPA of 2.00 must be earned in all courses taken at Bradley and in the minor.

Marketing minors whose major is also from the Foster College of must have at least 12 hours in courses that are unique from those used to fulfill their major requirement.

The marketing minors are not open to marketing majors. A student may not be awarded more than one of the three minors offered by the Department of Marketing.

## Minor in Social Media Marketing Requirements

Code	Title	Hours
MTG 315	Principles of Marketing	3.0
MTG 350	Consumer Behavior	3.0
MTG 381	Integrated Marketing Communications	3.0
MTG 391	Social Media Marketing	3.0

Select one of the following 3-hour courses, which represent potential domains for the application of social media: 3.0

MTG 304	Professional Selling
MTG 393	Retailing
MTG 405	Strategic Advertising Cases