

Career Path: Social Media-Analytics

Social media analysts are responsible for a company's online presence by integrating social media, search engine optimization techniques, and blogging into a brand's identity. They work to increase the overall exposure of a company. They also monitor emerging social media tools to see how they can be incorporated into a company's business, marketing and public relation strategies.

Social media analysts use their creativity and marketing skills to help generate brand awareness, sales, and promote customer service through the social media networks. Analysts may write up reports for clients and team members to show them the strategies available to them. They may also alert clients about any potential problems or concerns that may arise

Recommended Courses:

For students interested in social media-analytics, the following elective courses are recommended. These courses enhance a student's data analysis skills, knowledge of various social media platforms, and quantitative techniques and media measurement metrics.

MKT2223 Digital and Social Media Strategy

Explores current and emerging forms of digital and social media and how to leverage them to build brands and engage customers. Students will evaluate digital and social media against communication and marketing objectives and develop effective media plans. Prerequisite: MKT2220

MKT4446 Media Strategy and Metrics

Links target markets with advertising media through the development of media objectives, strategies, and tactics. This course addresses strategies such as target identification and audience matching with specific media and goals. Students are introduced to standard metrics such as CPM, reach, and frequency. Prerequisite: MKT2247.

These courses are recommended as liberal arts or free electives:

BUS2210 Business Intelligence and Analytics

Introduces students to the fast-growing field of business intelligence and analytics. Provides a general understanding of quantitative methods, analytical software, and data analysis to help students comprehend and analyze contemporary business issues and problems. The emphasis is placed on critical thinking and quantitative reasoning skills. Prerequisites: CIS1115



BUS4420 Data-Mining for Business Analytics

Provides an overview of the fundamental principles and techniques of data-mining for business analytics. Examines case studies to place data-mining techniques in context, and to develop data-analytic thinking. Emphasis will be placed on real-world applications to illustrate that proper application of data-mining is as much an art as it is a science. Students will work "hands-on" with analytics/data mining software. Prerequisites: BUS2210 or MAT2215

MAT2212 Quantitative Methods

Introduces students to the personal use of mathematics and the applications for various business disciplines. This course will explore the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real-world business problems. Prerequisite: CSK85 or placement-based score

Career Paths are not minors or concentrations and will not be noted on a student's transcript or diploma. Career Paths are suggested electives to fill elective credits.