

# SOCIAL MEDIA MARKETING, MINOR

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This minor challenges students to take an in-depth look at today's constantly evolving world of social media and how theories can be applied to target and attract online communities and spread messaging to a new group of customers. The minor combines social media theories and practice with traditional marketing strategies to provide students with knowledge and skills for today's new user-driven marketplace while also teaching students the essential skills of online writing, e-commerce, communications, and graphic design. Please see the full description of the minor in the School of Business and Digital Media section (<http://catalog.georgian.edu/undergraduate/school-business-digital-media/business-administration/social-media-marketing-minor/>) of the catalog.