



THE
AMERICAN
Semester

DIGITAL
&
MARKETING

SOCIAL MEDIA FOR BUSINESS

SUMMER SHORT COURSE
JULY 3-23, 2016

As the eighth largest university in the United States, MSU provides its students leading academics at one of the top 100 universities on Earth. It doesn't stop there. Outside of the classroom students in the American Semester Program at Michigan State University have the chance to live, study, and play at a classic all-American campus with students from all over the world.

The **Social Media for Business and Digital Marketing** program is hosted by the College of Communication Arts and Sciences. Students will learn about the social media marketing landscape and its impact on traditional marketing strategy.

- Creating and managing blogs, Twitter accounts, Facebook Pages, LinkedIn accounts, and how to track their influences
- Developing social media marketing campaigns that includes a content, placement, and frequency strategies; crisis management; and impact measurement.

- Understanding how social media integrates into an overarching integrated marketing communication aimed to promote brand/company awareness
- Learning about the underlying theories on which marketing campaigns can be effectively created and delivered
- Becoming familiar with electronic business (e-business)
- Exploring Human-Computer Interaction (HCI) and website design for business
- Designing and tracking e-mail advertisements
- Creating effective search engine advertisements, as well as using Google Analytics for website design and digital marketing decisions



Class is expected to run Monday through Thursday for three (3) hours each day from 9:30 am to 12:30 pm. Students should also expect approximately eight (8) hours a week of homework including group and project work.

Students will live on MSU's campus at Owen Hall (<http://liveon.msu.edu/rivertrail/owen>) and make new American and international friends from across the globe. A meal plan is included.

The program will include various academic excursions relevant to the course content, as well as other cultural activities such as:

- ★ local events, festivals and shopping
- ★ weekend in Detroit
- ★ weekend in Niagara Falls

When students arrive on campus, they will attend a welcome reception. At the end of the program, a special graduation banquet will take place.

The American Semester Program

The American Semester Program (ASP) provides a non-degree international education experience through which students can take courses in a large research-intensive American university as a compliment to undergraduate degree studies at their home institution.



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MORE INFORMATION

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