

Social Media Platform - IS252

Section: IS252 001251S Main Campus

Credit Hours: 3.00

Course Description: Exploration of social media platforms and their strategic use in personally and professionally interconnecting in the world. Knowledge will be applied through participation and interactive class projects using social media.

WHEN Start Date: 08/21/2025 End Date: 12/11/2025

Days:

TR

8:00 AM - 9:30 AM

Campus: Main Campus

Building: Shears Technology Center

Room: STC207

INSTRUCTOR

BRAD HALLIER

BOOKS

Title: BRANDING YOURSELF: HOW TO USE SOCIAL MEDIA TO INVENT OR REINVENT YOURSELF
3RD Edition

Author: DECKERS

Required: Yes