Social Commerce Minor - Department of Marketing and Supply Chain Management

Fall 2012 is the first semester that the University of Memphis has offered a minor in Social Commerce. Using core and emerging social media technologies built upon established marketing and communication principles, students will learn how to effectively engage consumers through technology-centric channels. To provide students with an understanding of effective social media usage, core content focuses on:

One of the minor’s focal points is a required internship/practicum where students actively apply skills learned in the classroom. Students gain hands-on experience with a variety of firms including small businesses, large corporations, community non-profits and government organizations.

For students with a major outside of the Fogelman College of Business: 18 total hours required

Required Courses (12 hours, all courses)
- MKTG 3010 – Principles of Marketing
- MKTG 3340 – Principles of Social Media Commerce
- MKTG 4630 – Social Commerce Strategies and Analytics
- MKTG 4611 – Social Commerce Internship/Practicum

Electives (3 hours, choose one course)
- MKTG 3012 – Consumer Behavior
- MKTG 3140 – Advertising and Sales Promotion
- MKTG 4470 – Negotiation Skills
- MGMT 3510 – Business Communications
- MIS 4760 – Website Development

Social Media Electives (3 hours, choose one course)
- COMM 4811 - Media 2.0: Production & Distribution in the Internet Age
- JOUR 4910 – Social Media Practices

For students within the Fogelman College of Business: 12 total hours required

- MKTG 3340, 4630, 4611, and either COMM 4811 or JOUR 4910 (Listed Above)

For more information, please contact the Department Chair, Dr. Marla Stafford (mstaffrd@memphis.edu).