

## 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](mailto:mstaffrd@memphis.edu)).