

GO 201 - Influencers

3 Credit Hours

This course examines a modern phenomenon of influencers in various domains. A particular attention is given to the understanding of persuasive power of influencers across social media platforms, explained through a conceptual framework in the fields of social psychology, sociology and marketing. Through case studies and projects, students will learn the mechanism and value of influencers in the modern digital environment, and apply the best practices for launching, managing, monitoring and measuring the campaign effectiveness.