

Social Media & Storytelling

WALKER COLLEGE OF BUSINESS



The Course



Beginning Fall 2017, the Walker College of Business Department of

Marketing brings you MKT 2530 - Social Media & Storytelling. This course, designed by students, for students, will examine how the explosive growth of social media has become a strategic priority for small and large companies alike. Students who enroll will examine the basic concepts of storytelling and the linkage of these stories to social media vehicles.

Marketing



Marketing is about branding, creativity, media, and thinking globally. Students have the opportunity to participate in projects developing communication and time management skills. Practical experience is a strong point of Appalachian's marketing degree as students are encouraged to complete an internship, compete in regional and national competitions, and network with industry professionals.

Enrollment



MKT 2530 is offered through the Marketing Department in the Walker College of Business as a Marketing 2000 level class. Targeted to freshmen and sophomore students, it fulfills 3 hours of free electives regardless of major. Due to the highly interactive nature of the course, class size is limited to 30 students, so register EARLY. Interested students seeking further information should refer to the "Learn More" section on the reverse side.

AFTER GRADUATION

Recent employers of Appalachian Marketing majors include CBS Sports Radio, E&J Gallo, Ralph Lauren, State Farm, Disney, GEICO, Red Ventures, and Target. Some graduates choose to stay at Appalachian for the one-year Master of Business Administration degree.

APPALACHIAN STATE UNIVERSITY



WHY MAJOR IN MARKETING?

Marketing is an essential business function in for-profit, not-for-profit, and public sector settings. Marketing majors at ASU learn functional business knowledge and gain hands-on experience with marketing principles.

WALKER COLLEGE OF BUSINESS



The Walker College of Business at Appalachian delivers transformational educational experiences that prepare and inspire students to be ethical, innovative and engaged business leaders who positively impact our community, both locally and globally. Enrolling 2,800 undergraduates in 10 majors and 175 graduate students, the Walker College is consistently named one of “The Best Business Schools” by The Princeton Review and is accredited by AACSB International – the premier global accrediting body for schools of business.

DEPARTMENT OF MARKETING FACTS

- There are two marketing paths in the Walker College of Business, a marketing major with a concentration in general marketing or a concentration in professional selling (new in 2016), which prepares graduates to begin careers with a solid foundation in business and specialized knowledge in sales.
- Both concentrations recognize the value of real-world experience as students are strongly encouraged to participate in an internship. Approximately 75% of students who complete internships receive job offers as a result of the experience. Internships provide students with networking, real-world applications and a chance to explore their interests.

LEARN MORE

marketing.appstate.edu

 App State Department of Marketing

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