COMM 6332 : iCreate: Social Media and Influencer Culture

In this course, students gain an in depth understanding of social media, content creation, and the art, business, and socio-cultural implications of influencer culture. Prominent guest lecturers from business, entertainment, and industry provide students with real-world insights about all aspects of the Influencer Revolution and the career opportunities that have arisen. We also consider the social, psychological, and humanistic implications of a pervasive shift from in-person human interaction to digitally mediated.

Credits 3
Course ID
009507
Course Component
Colloquium
Semester Offered

Offered as needed