

Why Business Schools Are Adding Social Media Marketing Courses

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Business schools across the country are incorporating [social media marketing](#) into their curricula. According to a recent article in [Bloomberg Businessweek](#), Harvard Business School and Columbia University's Graduate School of Business have joined in with several other business schools that are adding courses on social media to their MBA course listings.

These business schools are addressing the growing demand for employees with expertise in social media marketing. At least four other schools have added courses in the past year, exploring the phenomenon and growth in social media and [Internet marketing](#).

As social networking continues to expand, Facebook reaches 500 million users and Twitter follows with 190 million users and 65 million tweets per day. Large corporations have sought out social media experts to develop and manage social media marketing strategies. Some of these companies include Sears Holdings, Panasonic, and AT&T.

John Gallaughar, associate professor of information systems at Boston College's Carroll School of Management says:

In the realm of technology it's possible for us to teach our students a tool that their bosses don't have, and they can provide that added value from day one...social media skills are the ones that can set them apart. Those are the skills that employers are looking for.

Small business and large corporations alike cannot survive in the marketplace now without a successful online presence. Companies are searching for MBA students with skills in the social media realm because social media is becoming the best way to earn brand recognition and customer loyalty, as well as engage in online

conversation.

Through the use of the largest networking system in today's technology, social media allows companies to expand their reach and take advantage of new opportunities.

Courses cover much more than just networking on Facebook and Twitter, professors are emphasizing the psychology and sociology that lies behind the social media phenomenon.

Andrew Stephen, a professor at INSEAD, The Business School for the World, says:

One of the key lessons from the whole course is that what we're dealing with is social interactions between people and approaches companies can take to get involved in their conversations.

He says attendance in the course has more than tripled from January to May, according to Bloomberg Businessweek.

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