



Global Module 2

Global Communication: Advertise, use social media and virtual meeting tools to conduct international business

This lesson will provide information on how to assess website and advertising tools, read analytics and create marketing that engages with global customers.

Students will dive into social media as a way to grow an audience quickly, build online influence and turn passive social media recognition into global conversations. Students will also get an overview of the latest meeting tools for establishing global lines of communication.

Recommended Classes/Course Work:

- Marketing
- Public Relations
- Advertising
- International Business

