After you've taken MC 370 Social Media Strategy and Management, apply what you've learned in the NEW Simulation Lab. **This course uses Mimic Social simulation technology to give students a taste of what it’s like to run a social media campaign for a business.** Students will run the social media strategy for an e-commerce retail supplier, with a goal to increase the number of visitors to its website from social media. With two simulation rounds per week, students will be required to create weekly social media posts, oversee a $5,000 weekly social media ad budget to promote posts, and be responsible for analyzing content performance to make business decisions.