

New Social Media Marketing class being offered in Spring 2015

Marketing 4810, Section 002 (Denton Campus, Chilton Hall 245)

Marketing 4810 Section 070 (CHEC Campus, Room 227), both to meet in video classrooms.

Instructor: Gary Orosy, MBA, Adjunct Faculty at UNT

This course in Social Media Marketing focuses on strategy, social media platforms, media planning and program development. It provides a comprehensive understanding of the current capabilities that social media offers the marketer. The new creative social media “canvas” offers a broad range of options for brands to use as they develop relationships with customers.

The class will cover the basis for creating strategic direction for today’s service and product brands. Strategy development is based on a solid foundation of creating brand equity, developing awareness, motivating trial and purchase and, finally, developing long-term/lifetime relationships with brand buyers.

Each of the major social media platforms represent different capabilities that are evolving daily. Course topics examine their ability to reach target audiences and how they are likely to develop in the future.

The course will consist of lectures, guest speakers from companies using social media as well as from social media companies, and a project that will create a social media “moment” on campus.

The instructor will be present in one classroom each week, alternating between the Denton and Collin County campuses.

Instructor Bio

Mr. Orosy began his marketing career with Procter and Gamble. From there he advanced through marketing and general management at Frito-Lay, RJR Nabisco and Gillette. At Gillette, he was a member of the “Brand Dream Team” that created and launched the Gillette Sensor Razor, now a multi-billion dollar brand globally. As a consultant, his personal clients have included PepsiCo, DuPont, CVS/pharmacy, Colgate-Palmolive, Campbell’s Soup, Alcon and Mary Kay.

Mr. Orosy is a graduate of Rutgers University in Business Administration and Computer Science. He earned his MBA at Cornell University’s Johnson School of Business. He has served on the Johnson School Faculty and is currently an Adjunct Professor with the UNT College of Business. While not involved in teaching or consulting, Gary enjoys competing in Sprint Triathlons and is nationally ranked.