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ABSTRACT

Due to the prolific development of Web 2.0 tools and the growing demand for their use in business this study explores the status of their inclusion in the business curriculum. Social media use is valuable, not only to marketing students, but also to all business students as well as the ability to build a personal brand to further their careers. There is a growing consensus to include social media in the curriculum but to what extent: A course, a major or a MBA specialization? A literature review for research of social media inclusion in curriculum is conducted for the current status and the growing demand for social media skills in the changing landscape of business. The status of social media embedded in the pedagogy is of interest in answering this demand for skills. Efforts need to be made as environmental scanning to establish best practices in teaching social media and the extent they are incorporated into the curriculum. Recommendations for further research and collaboration to establish best practices of social media in the business curriculum are made.

ABOUT THE AUTHORS

Pauline Ash Ray received her Doctoral Degree from Trident University, Cypress, California. Pauline is currently an Associate Professor in the Business Division at Thomas University, Thomasville, Georgia. Her dissertation research “Management of Change to Ensure IS Success: A Longitudinal Study” was presented at *ICIS2011* in Shanghai, China.

Jenny Swearingen received her Doctoral Degree from Nova Southeastern University, Fort Lauderdale, Florida. Jenny is Coordinator of the MBA program as well as teaching marketing at Thomas University, Thomasville, Georgia. Her area of research is in marketing including minority entrepreneurship and women who sail as consumers. Jenny served as Chair of the Business Division at Thomas University from January, 2006 through December, 2012.