
SOCIAL MEDIA MARKETING CERTIFICATE

PROGRAM OVERVIEW

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Most people are experienced in using social media for personal networking, but leveraging it to support business strategy takes formal training and specialized knowledge. As a social media marketing expert, students would be in charge of maintaining a social media presence for their own business, an employer, or as a consultant—implementing social media marketing campaigns, creating engaging and dynamic content, generating web traffic, leads and sales, developing brand awareness, monitoring social media profiles, and analyzing reports.

By earning a Certificate in Social Media Marketing, students will be prepared for a variety of professional social media roles including social media manager, social media strategist, online community manager, social media marketing coordinator, blogger, copywriter, consultant, analyst, and more.

This is a career program and is designed to enable students to seek employment at the program's conclusion. Students planning to transfer should consult with their advisor or the Advising Center staff regarding specific program and course transfer issues.

Successful completion of this program qualifies a student to apply for a Certificate in Social Media Marketing.

PROGRAM OVERVIEW

REQUIRED MULTIMEDIA COURSES

BUAD-220	Social Media Marketing
MMTC-103	Introduction to Photography
MMTC-207	Graphics
MMTC-102	Introduction to Video Production

REQUIRED GENERAL COURSES

BUAD-206 or BUAD-213	Entrepreneurship or Principles of Management
BUAD-101 BUAD-216	Introduction to Business Principles of Marketing
COMP-101 ENG-101	Computer Literacy English Composition I

REQUIRED ELECTIVE COURSES

Please consult with your advisor or the Advising Center staff for selecting appropriate elective courses for graduation.

Multimedia Technology Elective

PROGRAM OVERVIEW

**MULTIMEDIA TECHNOLOGY
 SOCIAL MEDIA MARKETING**

ONE-YEAR CERTIFICATE

PREPARATION FOR EMPLOYMENT

FIRST SEMESTER

	<u>Credit Hours</u>
Business Administration 101 (Introduction to Business)	3
Business Administration 216 (Principles of Marketing)	3
Multimedia Technology 103 (Introduction to Photography)	3
Multimedia Technology 207 (Graphics)	3
Computer Technology 101 (Computer Literacy)	3
Total:	15

SECOND SEMESTER

Business Administration 206 OR 213 (Entrepreneurship or Principles of Management)	3
Business Administration 220 / Multimedia Technology 220 (Social Media Marketing)	3
Multimedia Technology 102 (Introduction to Video Production)	3
English 101 (English Composition I)	3
Multimedia Technology Elective	3
Total:	15
Total Credit Hours:	30

NOTE: All courses specifically identified by course number are graduation requirements for this program.