

## MARKETING

### Social Media Specialist Certificate

*This 16 credit-hour certificate program is designed for those interested in obtaining basic social media and internet marketing skills that can be used in any entry-level marketing position, or for individuals who want to run social media marketing campaigns for their business start-ups.*

*The Associate in Applied Science in Business Administration includes a specialized study area for Social Media Specialist. Please refer to Business Administration in this section of the catalog if you are interested in pursuing a degree in this discipline.*

**Required: While not a program requirement, it is recommended that students complete ENG 101 (Composition I) or place into ENG 101.**

Number	Course Title	Credits
MCM 150	Social Media Management and Measurement .....	3
MKT 180	Strategic Communication for A Digital World .....	3
MKT 245	Principles of Marketing .....	3
MKT 252	Internet Marketing .....	3
MKT 253	Artificial Intelligence Marketing or	
MKT 281	Internship in Marketing .....	1-3

**Electives: Select three credit hours from the following courses:**

Number	Course Title	Credits
MCM 233	Introduction to Public Relations .....	3
MKT 105	Sports Marketing .....	3
MKT 217	Advertising .....	3
MKT 243	Social Commerce and Sales .....	3
WEB 110	Internet Fundamentals .....	3
WEB 140	Mobile Apps .....	3