

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) 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 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