

Program Planning Guide

Business Administration: Social Media Marketing Certificate (C25120SM)

Program Length: 2 semesters

Entrance Standards: See General Admission Standards in catalog

Academic Standards: See General Academic Standards in catalog (No Placement testing is required for this certificate program.)

Career Pathway Options: Associate in Applied Science Degree in Business Administration

Program Sites: Online

Suggested Course Schedule:	HOURS			Notes
	Class	Lab	Credit	
1st Semester (Fall)				
MKT 120 Principles of Marketing	3	0	3	
WEB 214 Social Media	2	3	3	
			6	
2nd Semester (Spring)				
BUS 110 Introduction to Business	3	0	3	
MKT 220 Advertising & Sales Promotion	3	0	3	
MKT 232 Intermediate Social Media Marketing	3	2	4	
			10	

Total Semester Hours Credit Required for Graduation: 16

Course Descriptions:

BUS 110 Introduction to Business 3-0-3
This course provides a survey of the business world. Topics include the basic principles and practices of contemporary business. Upon completion, students should be able to demonstrate an understanding of business concepts as a foundation for studying other business subjects.

WEB 214 Social Media 2-3-3
This course introduces students to social media for organizations. Topics include social media, marketing strategy, brand presence, blogging, social media analytics and technical writing. Upon completion, students should be able to utilize popular social media platforms as part of a marketing strategy, and work with social media analytics tools.

MKT 120 Principles of Marketing 3-0-3
This course introduces principles and problems of marketing goods and services. Topics include promotion, placement, and pricing strategies for products. Upon completion, students should be able to apply marketing principles in organizational decision-making.

MKT 220 Advertising and Sales Promotion 3-0-3
This course covers the elements of advertising and sales promotion in the business environment. Topics include advertising and sales promotion appeals, selection of media, use of advertising and sales promotion as a marketing tool, and means of testing effectiveness. Upon completion, students should be able to demonstrate an understanding of the concepts covered through application.

MKT 232 Social Media Marketing 3-2-4
This course is designed to build students' social media marketing skills by utilizing projects that give students hands on experience implementing social media marketing strategies. Topics include integrating different social media technologies into a marketing plan, creating social media marketing campaigns, and applying appropriate social media tools. Upon completion, students should be able to use social media technologies to create and improve marketing efforts for businesses.