

SOCIAL MEDIA MARKETING

Overview

Social Media Marketing Technical Certificate

Program Code: 40-104-CD

Learn how to effectively expand brand exposure and communicate with key influencers and potential customers across social media. Develop skills to better manage a social presence across platforms, connect with an online audience and develop a comprehensive social media strategy.

The minimum required course grades and program grade point average (GPA) for students under this catalog are:

Core Courses = C

Program GPA = 2.0

Required Courses

Code	Title	Credits
Core Courses		
104-102	Marketing Principles	3
104-114	Social Media Promotion	2
Approved Substitute: 104-109		
104-111	Technology Tools for Marketing	3
Total Credits		8