

SOCIAL MEDIA MARKETING CERTIFICATE

Entry Time

Fall, Spring, Summer

Award

Certificate

2 terms

Students in Marketing Associate of Applied Science degree may elect to receive a certificate: Social Media Marketing after completing the required courses. Please consult with the Business and Information Technology Department for more information regarding this option.

This certificate is eligible for state and federal financial aid.

Certificate Requirements

Course	Title	Credit Hours
Term 1		
MKT-110	Principles of Marketing	3
CSC-116	Information Computing	3
CIS-290	Web Content and E-Commerce Systems	3
	Term Totals:	9
Term 2		
MKT-130	Social Media in Business	3
MKT-135	Content Marketing	3
BCA-290	Web Design Principles	3
	Term Totals:	9
	Program Totals:	18