

SOCIAL MEDIA MARKETING, CERTIFICATE OF ACHIEVEMENT

The Social Media Marketing Program develops skills and strategies required for incorporating social media marketing into the integrated marketing plans of businesses.

This program will enable students to enhance their business skills, increase employability skills, and contribute to increasing success of the businesses for which they will work or the businesses they will create.

Successful completion of the core courses required for this program will culminate in a Certificate of Achievement or contribute to requirements for the Associate of Science degree. The program has no prerequisites or enrollment limitations.

The Social Media Marketing Program prepares students for careers such as the following.

- Social Media Marketer
- Marketing and Media Communications Worker
- Advertising Sales Agent
- Sales Representative
- Public Relations Specialist
- Business Professional

Course ID	Title	Units/ Hours
Required Courses		
BUS V30	Introduction to Business	3
BUS V46	Marketing	3
BUS V49	Introduction to Social Media Marketing	3
BUS V50	Public Relations	3
BUS V52	Digital Content Marketing	3
Required Additional Course		
BUS/CD V38 or BUS V45	Small Business Management Business Communications	3
Total Units		18

Year 1		Units/Hours
Fall Semester		
BUS V30	Introduction to Business	3
BUS V46	Marketing	3
BUS V49	Introduction to Social Media Marketing	3
	Units/Hours	9
Spring Semester		
BUS V50	Public Relations	3
BUS V52	Digital Content Marketing	3
BUS/CD V38 or BUS V45	Small Business Management or Business Communications	3
	Units/Hours	9
	Total Units/Hours	18

Upon successful completion of this program, students will be able to:

- Students will be able to identify opportunities for use of social media in marketing.
- Students will be able to design social media marketing strategies.
- Students will be able to integrate use of social media into a business marketing plan.