

SOCIAL MEDIA MARKETING, CERTIFICATE OF COMPLETION



Certificate of Completion: CCL 5830

17-18 Credits

Program Contacts

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Program Description

The Certificate of Completion (CCL) in Social Media Marketing is designed to provide useful skills important in a variety of strategic marketing areas, e.g., social media, digital communications, integrated marketing, media relations, and brand management. An Associate in Applied Science (AAS) in Marketing and Sales is also available.

Program Notes

Students must earn a grade of "C" or better for all courses in the program. Overall program minimum GPA = 2.00.

++ indicates any suffixed course may be selected.

Program Requirements

Program Prerequisites: None

Code	Title	Credits	Semester
Required Courses			
CIS103	Introduction to Social Media	3	_____
GBS120	Workplace Communication Skills	3	_____
MKT110	Marketing and Social Networking	3	_____
MKT111	Applied Marketing and Social Networking	3	_____
MKT271	Principles of Marketing	3	_____
Restricted Electives			
Select one of the following:		2-3	_____
MKT101	Introduction to Public Relations		_____
MKT280AB	Marketing Internship		_____
MKT298AB	Special Projects		_____
Total Credits		17-18	_____