

SOCIAL MEDIA MARKETING, CERTIFICATE OF COMPLETION



**BUSINESS,
ENTREPRENEURIALISM,
AND MANAGEMENT**

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	_____