

SOCIAL MEDIA MARKETING CERTIFICATE – REQUIRED COURSES

Social Media Marketing Certificate		24 Credits
BUSI 347	Principles of Marketing	3
BUSI 271	Social Media Marketing: Foundations & Strategy	3
BUSI 272	Social Media Marketing: Twitter	3
BUSI 274	Social Media Marketing: LinkedIn	3
BUSI 275	Social Media Marketing: Facebook	3
BUSI 371	Social Media Marketing: Blogging & Content Marketing	3
BUSI 372	Social Media Marketing: Video & Mobile Marketing	3
BUSI 373	Social Media Marketing: Pinterest & Instagram Mobile	3

TOTAL CREDITS IN CERTIFICATION: **24 Credits**

Social Media Marketing Certificate

The Social Media Marketing Certificate develops professional skills in using social media as a tool for marketing products and services. As part of this program, students are introduced to HootSuite, a social media management system for executing campaigns across multiple social networks. They also have the opportunity to qualify for certification as a Hootsuite Social Media Consultant. Graduates are prepared for entry-level positions in business organizations. They may also continue their studies to earn the Associate of Arts or Bachelor of Science degree in Social Media Marketing.

Social Media Marketing Core:	24 Credits
Hootsuite Social Media Consultant Certification:	0 Credits

TOTAL: **24 Credits**

COURSE DESCRIPTIONS

BUSI 347 Principles of Marketing (3)

Students survey marketing theory and practice, including customer segmentation and targeting, product development, pricing, distribution, advertising, and marketing strategy.

BUSI 271 Social Media Marketing: Foundations & Strategy (3)

This course introduces basic principles of social media marketing, including the major steps to social media success and the development of a business plan, key phrase analysis, and content plan to create, implement, and maintain a social media marketing campaign. Students are introduced to HootSuite, a social media management system for executing campaigns across multiple social networks. They also have the opportunity to qualify for certification as a Hootsuite Social Media Consultant.

Prerequisite: BUSI 347 Principles of Marketing

BUSI 272 Social Media Marketing: Twitter (3)

Students learn the principles and methods of utilizing Twitter as part of a marketing strategy, including setting up a business presence on Twitter, optimizing and managing an account, finding and following influences and leads, and engaging with prospects.

Prerequisite: BUSI 271 Social Media Marketing: Foundations & Strategies

BUSI 274 Social Media Marketing: LinkedIn (3)

Students learn the principles and methods of optimizing and managing a LinkedIn account as part of a marketing strategy, including leveraging LinkedIn Groups, using LinkedIn advance search, advertising on LinkedIn, and building a personal reputation as an industry authority.

Prerequisite: BUSI 271 Social Media Marketing: Foundations & Strategies

BUSI 275 Social Media Marketing: Facebook (3)

Students learn the principles and methods of optimizing and managing a Facebook account as part of a marketing strategy. They also learn advanced Facebook marketing tactics, including Facebook advertising.

Prerequisite: BUSI 271 Social Media Marketing: Foundations & Strategies

BUSI 371 Social Media Marketing: Blogging & Content Marketing (3)

Students learn the principles and methods of creating and executing an effective content marketing campaign as part of a marketing strategy, including selection of the best platform, development of a key phrase strategy, creation of compelling blog content, promotion of the blog within social media, and online reputation management.

Prerequisite: BUSI 271 Social Media Marketing: Foundations & Strategies

BUSI 372 Social Media Marketing: Video & Mobile Marketing (3)

Students learn the principles and methods of using YouTube as part of a marketing strategy, including how to set up a business channel, customize the environment, generate views, build community, share video across other social channels, and utilize advertising on YouTube. Streaming video apps and mobile marketing strategies are also introduced.

Prerequisite: BUSI 271 Social Media Marketing: Foundations & Strategies

BUSI 373 Social Media Marketing: Pinterest & Instagram Mobile (3)

Students learn the principles and methods of using Pinterest and Instagram Mobile as part of a marketing strategy, including optimizing a business page, organizing pages for the best customer experience, and integration with other social media platforms to create a seamless social marketing campaign.

Prerequisite: BUSI 271 Social Media Marketing: Foundations & Strategies