

# SOCIAL MEDIA MARKETING

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## Certificate of Completion

#42849

This introductory certificate exposes students to the marketing world and the role of social media marketing. Students become familiar with careers in marketing, as well as the latest trends in this fast changing field. This certificate may aid the student's search for an entry-level job in marketing. The Social Media Marketing certificate will introduce students to basic social media marketing concepts, strategies, and techniques in a global online marketplace. An introduction into the creation, execution, transmission, and evaluation of social media and social networks concerned with the advertising and promotion of products and services. Students will have gained basic academic and practical world knowledge, skills, and experience in an ever-changing and diverse marketing environment.

## Program Learning Outcomes

- Students will develop a basic knowledge of social media marketing terminology.
- Students will be able to apply social media marketing strategies and techniques used in the marketing of products and services.
- Students will explain social media marketing considerations in a diverse online marketplace.

Review [Student Learning Outcomes \(SLOs\)](#) for this program.

## Required Courses

| Course Prefix | Course Name                           | Units |
|---------------|---------------------------------------|-------|
| VOC BS33      | Advertising and Promotion             |       |
| VOC BS34      | Social Media Marketing                |       |
| VOC BS36      | Principles of Marketing               |       |
| VOC BM50      | World Culture: A Business Perspective |       |