

SOCIAL MEDIA MARKETING (CERTIFICATE M0877)

Business Division

Certificate M0877

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.

Required Courses

Course Prefix	Course Name	Units
BUSS 33	Advertising and Promotion	3
BUSS 34	Social Media Marketing	3
BUSS 36	Principles of Marketing	3
BUSM 50	World Culture: A Business Perspective	3
Total Units		12

Program Learning Outcomes

Review Student Learning Outcomes (SLOs) (<http://www.mtsac.edu/instruction/outcomes/sloinfo.html>) for this program.