
Business - Social Media Marketing, Certificate

Overview

Come learn through real-life experiences the strategy and tactics it takes to launch a campaign and a career. Many social media experts have some know-how, but don't understand the strategy and analytics required for a successful campaign.

Career Opportunities

Companies are eager to hire people with both the strategy and skills necessary to manage their social media. Some students are currently working on campaigns for larger companies while others are managing the entire social media marketing efforts for small to mid-sized businesses. If students plan to design their career in Social Media Marketing there are really four main career paths students could focus on:

1. Content Creation
2. Customer Service
3. Advertising/Customer Advocacy
4. Analytics

Learning Outcomes

Upon completion of the program, successful graduates will be able to:

- Strategically develop marketing campaigns based on a company's vision, goals, target market, research, analytics, budget, and scope.
- Create a highly-engaged social community of empowered brand advocates.
- Prove the ROI of campaigns and marketing initiatives.
- Assess their own understanding of marketing principles, strategies and tactics and how to apply them to real life situations. Identify the various learning resources that will help their knowledge remain current with changing technologies, best practices, and trends.
- Depending on elective emphasis, the following outcomes could be attained:
 - Demonstrate the ability to manage the social media marketing departments of small to mid-sized companies.
 - Maneuver current tools, platforms and data centers to optimize research, reach, revenues, referrals, and retention.
 - Create relevant and engaging content in the form of copy, pictures, videos, and infographics.

Course Requirements

Students are responsible to examine the course description of each course listed below for details of prerequisites, which must be satisfied before registering for the course.

Program Core Courses

DM 105	Introduction to Digital Marketing	3
DM 120	Digital Marketing Strategy	3
DM 150	Digital Marketing Analytics	3
Religion	Cornerstone Religion course	2
Subtotal: 11		

Program Elective Courses

SMM 130	Social Media Mktg Content I	3
DM 140	Digital Marketing Web Management	3
DM 160	Digital Marketing Advocacy & Advertising	3
SMM 210	Social Media Marketing Strategy	3
SMM 296	Social Media Marketing e-Portfolio	1
Subtotal: 6		

Badge

A badge is an online third-party industry training or certification. Most options are free and include: Hootsuite certifications, Google Analytics or Adwords, and Facebook Blueprint (paid).

Subtotal: 17

Recommended Sequence of Courses

Depending upon the number of preparatory courses a student must take, an additional semester may be required to complete the program.

First Semester

DM 105	Introduction to Digital Marketing	3
DM 120	Digital Marketing Strategy	3
DM 150	Digital Marketing Analytics	3
Subtotal: 9		

Second Semester

Elective	ELECTIVE	3
Elective	ELECTIVE	3
Religion	Cornerstone Religion course	2
	Badge	
Subtotal: 8		

Graduation Requirements

1. Minimum of 17 total semester credit hours as outlined
2. Grade of C or higher in all core courses
3. Cumulative grade point average of 2.0 or higher
4. 1 Cornerstone Religion class