

# Social Media Marketing CERTIFICATE

## Program Overview

Facebook, Twitter, YouTube and other social media platforms are opportunities for organizations to inform, communicate and connect with customers. Social media provides both a listening and outreach tool for promoting organizations, products, services and ideas. This program provides a foundation of social media and Internet marketing. Students will learn and analyze techniques, tactics and tools used to engage customers and deliver superior value. Jobs and careers in this fast changing field of marketing will be explored.

## Career Opportunities

All organizations, including for-profit business or non-profit organizations, have the need for communicating with customers and stakeholders. This program is designed for those who want to expand their knowledge and skills of social media and internet marketing strategies. Many employers require some education or experience in marketing even for “non-marketing” positions. Employment opportunities are excellent for marketers who can engage, delight and develop meaningful relationships with customers. Opportunities and positions include social media marketing specialist, marketing coordinator and web marketing analyst.

## Program Outcomes

1. Develop an understanding of social media and e-marketing and the fundamental shifts on how organizations communicate with its customers.
2. Students will have skills and abilities to analyze internet marketing and communications strategies to serve and deliver value that attract new customers and develop relationships with existing customers.
3. Create e-marketing and social media marketing plans that are integrated with an organization’s overall marketing strategy and goals.

## Program Faculty

Craig Maus      craig.maus@saintpaul.edu  
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## Part-time/Full-time Options

This program can be completed by using a combination of day, evening, Saturday and online courses. Part-time and full-time options are available; costs will vary depending on part-time or full-time enrollment.

## Program Requirements

Check off when completed

Course	Cr
<input type="checkbox"/> BUSN 1441 Consumer Behavior	3
<input type="checkbox"/> BUSN 1444 Advertising and Promotional Strategies	3
<input type="checkbox"/> BUSN 1490 E-Marketing	3
<input type="checkbox"/> BUSN 1492 Social Media Marketing	3
<input type="checkbox"/> BUSN 2110 Principles of Marketing	3
<input type="checkbox"/> DGIM 1540 Blogging Applications	2

**Total Program Credits . . . . . 17**

## Program Start Dates

Fall, Spring, Summer

## Course Sequence

The following sequence is recommended for a full-time student; however, this sequence is not required. Contact Program Faculty with questions.

### Fall Semester

BUSN 1441 Consumer Behavior	3
BUSN 1490 E-Marketing	3
BUSN 2110 Principles of Marketing	3
DGIM 1540 Blogging Applications	2
<b>Total Semester Credits</b>	<b>11</b>

### Spring Semester

BUSN 1444 Advertising and Promotional Strategies	3
BUSN 1492 Social Media Marketing	3
<b>Total Semester Credits</b>	<b>6</b>

**Total Program Credits . . . . . 17**

*Information is subject to change.  
This Program Requirements Guide is not a contract.*

### Minimum Program Entry Requirements

Students entering this program must meet the following minimum program entry requirements:

**Reading:** Score of 38+

**Arithmetic:** Score of 20+

### Assessment Results and Prerequisites:

Students admitted into Saint Paul College programs may need to complete additional courses based on assessment results and course prerequisite requirements. Certain MATH, READ, and ENGL courses have additional prerequisites.

*Degree option may have a greater requirement than this certificate.*

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