

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 marketing specialist, marketing research analyst, and customer service representative.

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
651.846.1531

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.

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

Course Sequence

The following sequence is recommended; however, this sequence is not required. Contact Program Faculty with questions.

First Semester

BUSN 1441 Consumer Behavior (fall only)	3
BUSN 1490 E-Marketing (fall only)	3
BUSN 2110 Principles of Marketing	3
Total Semester Credits	9

Second Semester

BUSN 1444 Advertising and Promotional Strategies (spring only)	3
BUSN 1492 Social Media Marketing (spring only)	3
DGIM 1540 Blogging Applications (spring only)	2
Total Semester Credits	8

Total Program Credits 17

Minimum Program Entry Requirements

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

Reading: Score of 225+

Writing: Score of 225+

Arithmetic: Score of 225+

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.

338C

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