

## **BUSINESS - SOCIAL MEDIA MARKETING**

### **Certificate, 18 Credit Hours, 9-Month Program**

A certificate in Social Media Marketing will prepare students for this specialized field to meet the needs of businesses who want to reach customers where they are by utilizing the most current social media platforms.

This certificate is available 100% online or with a combination of classes on campus and online.

<b>Course</b>	<b>No.</b>	<b>Course Title</b>	<b>Credits</b>
		<b>Technical Requirements</b>	
BUS	158	WEB DESIGN FOR BUSINESS	3
BUS	166	DIGITAL IMAGE DESIGN FOR BUSINESS	3
BUS	205	SOCIAL MEDIA MARKETING	3
BUS	215	SEARCH ENGINE MARKETING	3
BUS	227	WRITING FOR SOCIAL MEDIA MARKETING*	3
BUS	250	SOCIAL MEDIA MARKETING CAMPAIGN*	3
		<b>Total</b>	<b>18</b>

### **Semester Breakdown**

<b>First Semester</b>			<b>Second Semester</b>		
		<b>CR</b>			<b>CR</b>
BUS 205	Social Media Marketing	3	BUS 158	Web Design for Business	3
BUS 227	Writing for Social Media Marketing	3	BUS 166	Digital Image Design for Business	3
			BUS 215	Search Engine Marketing	3
			BUS 250	Social Media Marketing Campaign	3
<b>Total Credit Hours</b>		<b>6</b>	<b>Total Credit Hours</b>		<b>12</b>

If you are or have been convicted, pleaded guilty or no contest to, or received a suspended imposition of sentence for a felony or certain misdemeanors, you are advised that you may not be able to complete all course requirements for your chosen program, you may be prevented from taking required certification/licensure examinations in your chosen program field, and you may be prevented from gaining employment in your program field.

\*Students that complete this certificate and later decide to return for the Business and Technology AAS will have BUS227 sub for BUS 120 and BUS 250 sub for BUS 228 or BUS 291.

Important information about the educational debt, earnings, and completion rates of students who attended this program can be found at [wdt.edu/gainful-employment](http://wdt.edu/gainful-employment).