

WESTERN DAKOTA TECH

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.

| Course | No. | Course Title | Credits |
|-------------------------------|-----|---|-----------|
| Technical Requirements | | | |
| 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* <i>online</i> | 3 |
| BUS | 250 | SOCIAL MEDIA MARKETING CAMPAIGN* <i>online</i> | 3 |
| Total | | | 18 |

Semester Breakdown Certificate

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

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 who 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.