# Program Learning Outcomes
## Social Media Marketing AAS

<table>
<thead>
<tr>
<th>WDT Core Ability</th>
<th>Program Learning Outcomes</th>
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| **Life Skills**       | Students will be able to:  
  - Demonstrate good judgment in etiquette and ethics in the business environment.                                                                                                                                      |
| **Analytical Skills** | Students will be able to:  
  - Apply effective problem-solving techniques in social media marketing.                                                                                                                                                   |
| **Communication Skills** | Students will be able to:  
  - Write effective social media marketing pieces.  
  - Prepare business correspondence including letters and reports.                                                                                                                                                           |
| **Technology Skills** | Students will be able to:  
  - Integrate technology in performing business functions.  
  - Produce effective social media sites for business marketing.                                                                                                                                                         |
| **Teamwork Techniques** | Students will be able to:  
  - Critique effectiveness of themselves and others when working collaboratively on a business task.                                                                                                                                 |
| **Social Values**     | Students will be able to:  
  - Develop an awareness of the importance of community as it relates to their career.  
  - Value diversity.                                                                                                                                                                                                     |
| **Employability**     | Students will be able to:  
  - Obtain employment in the field utilizing their knowledge in social media, marketing, business information systems, business communications, finance, business law, and career development. |

## WDT Mission
Western Dakota Tech is a public institution of higher learning that embraces quality programs, expert faculty and staff, and a commitment to academic excellence to teach the knowledge, skills, and behaviors students need to be successful.

Reviewed: February 2014