

Social Media Marketing

Technical Certificate

SM11

Curriculum

Occupational Courses 18

Required Courses:

- MKTG 1100 Principles of Marketing (3)
- MKTG 1190 Integrated Marketing Communications (3)
- MKTG 2500 Exploring Social Media (3)
- MKTG 2550 Analyzing Social Media (3)
- Marketing Electives ([Select 6 Hours](#))
 - MKTG 1130 Business Regulations and Compliance (3)
 - MKTG 1160 Professional Selling (3)
 - MKTG 1270 Visual Merchandising (3)
 - MKTG 1370 Consumer Behavior (3)
 - MKTG 2010 Small Business Management (3)
 - MKTG 2060 Marketing Channels (3)
 - MKTG 2070 Buying and Merchandising (3)
 - MKTG 2090 Marketing Research (3)
 - MKTG 2210 Entrepreneurship (6)
 - MKTG 2270 Retail Operations Management (3)
 - MKTG 2300 Marketing Management (3)

Total Credit Hour (minimum): 18