

Social Media Specialist

Technical Certificate

SMF1

Curriculum

Occupational Courses **12**

Required Courses:

- MKTG 1100 Principles of Marketing (3)
- COMP 1000 Introduction to Computer Literacy (3)
- MKTG 1190 Integrated Marketing Communications (3)
- MKTG 2500 Exploring Social Media (3)

Total Credit Hour (minimum): **12**