



Social Media Marketing

Certificate of Completion (CC)

Planning Guide 2017-2018

EPC 2456

Program Information:

Length of Program: 30 Credits
Completion Award: Certificate of Completion
Enrollment: Fall, Winter, Spring, Summer
Approximate Quarterly Costs: \$25-\$85
(in addition to tuition, books and parking)

Website: www.shoreline.edu

Program Advisor:

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Program Description:

Shoreline Community College offers a short-term program in Social Media Marketing that can be earned fully online. Completion of this Certificate of Completion (CC) can lead to an entry level position in business.

Students interested in advancement are encouraged to enroll in longer programs of study to complete additional Certificates or an associate degree in Business or Marketing. Students pursuing a four-year Baccalaureate degree in Business should follow the Business Associate in Arts (AA-DTA) direct transfer degree planning guide.

Social Media Marketing—What is it?

Social media marketing uses social media portals to positively influence consumers toward a brand, company, website, product, service, event, or person. Social media marketing programs center on efforts to create and promote content that attracts attention. Typically, the end goal of social media marketing is a “conversion,” such as the purchase of a product, subscription to a newsletter, registration in an online community, or some other desirable consumer action. The conversion is accomplished by creating a buzz online through electronic word-of-mouth (eWoM). Social media marketing is not controlled by the organization. Instead, it encourages active user participation and dialogue. When complementary content about an individual or company’s offerings goes viral, consumer-generated media endorsements spread like wildfire across the Internet.

Program Outcomes:

Students who successfully complete this program – **by obtaining a GPA of 2.0 or better for the entire program** - should have:

1. Develop a comprehensive social media marketing plan, including strategy, budget and Return on Investment.
2. Apply best practices for using popular social media platforms to engage users, convert prospects into consumers, and build customer relationships.
3. Write content for a variety of purposes in electronic media such as websites, social networking forums, video games, blogs, wikis, webisodes, and others.
4. Analyze internal and external marketing environments, including evaluating competitive offerings, to optimize communications to the identified target market.

Career Opportunities—What can I do with a Certificate in Social Media Marketing?

Earning this certificate can be seen as part of a pathway into digital marketing and brand management. Students with certificates might expect to start at \$15 per hour (\$31,200 annually). Most who continue onward to a Bachelor degree earn a median wage of \$32.52 per hour (\$67,642 annually) in the State of Washington. (Source: careeronestop.org)

Potential employers include: Communications Specialist, Blogger, Online Community Manager, Social Media Manager, Content Manager, Social Media Planner, Director of Social Media, Digital Strategist, Marketing Consultant, Marketing Communications Manager, Public Relations Manager. For more, please visit career information and resources at www.shoreline.edu/acc/CareerCounseling.aspx.

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Program Prerequisites: Placement into ENGL& 101 English Composition OR BTWRT 215 Professional Communications and placement into MATH 070 Preparation for Algebra or BUS 102 Business Mathematics.

CERTIFICATE OF COMPLETION - 30 Credits

PROGRAM REQUIREMENTS			
Courses	QTR	GR	CR
BUS 101 Intro to Busines			5
BUS 120 Principles of Marketing			5
BUS 220 Advertising & Sales Promotion	SPR		5
BUS 240 Intro to eBusiness	FALL		5
BUS 247 Social Media Marketing	WIN		5
ENGL 279 Writing for New Media			5

Note: Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice and final career decisions are the responsibility of the student.

RECOMMENDATIONS:

CERTIFICATE COMPLETION

Students should automatically receive their Certificate after successful completion of all required courses. If you have not received your Certificate, please contact the Workforce Education Programs in FOSS 5100 or call 206-546-5876.