

### Program Information

Start your career in the exciting and growing field of Social Media Marketing or incorporate new marketing techniques and skills into your current position with a Social Media Marketing Certificate from Anoka-Ramsey Community College. Learn how social platforms are used to develop communication and marketing strategies for nonprofits, businesses, organizations or governments. From Facebook to Instagram, YouTube, blogging, LinkedIn and more, discover new social media strategies that apply across all social networks. Earning the Social Media Marketing Certificate will help you increase your understanding of social networks and provide practical, how-to techniques to incorporate social platforms into an organization or business.

### Program Goals

By completing this certificate, students will achieve the following learning goals as applied in a social media marketing environment:

1. Use critical-thinking skills to analyze and solve business problems; and
2. Demonstrate effective business communications.

### Completion Requirements

- A minimum of 12 semester credits in courses numbered 1000 or above must be completed at ARCC.
- A minimum cumulative grade point average (GPA) of 2.0 in courses numbered 1000 or above at ARCC.
- A minimum grade of C must be earned in all program requirements.
- All course requirements must be complete before a certificate will be awarded.
- Students must complete a Certificate Application. Certificate Applications are available online at [AnokaRamsey.edu/resources/forms/](http://AnokaRamsey.edu/resources/forms/) under Records and Registration. Alternative formats of the form are available at the Records and Registration Office per request.
- The requirements of this program are subject to change without notice.

### Program Requirements: 16 credits

- BUS 1104 Written Business Communications..... 3
- BUS 1180 Developing Web Pages..... 3
- BUS 2142 Principles of Marketing..... 4
- BUS 2143 Social Media Marketing..... 3
- BUS 2144 Principles of Advertising..... 3

### Program Sequence:

The sequence that follows is suggested for full-time students. Part-time students will need more time to complete this program.

	Fall Semester	Spring Semester
1 <sup>st</sup> YEAR	BUS 2142 .....4	BUS 1104 .....3
	BUS 2143 .....3	BUS 1180 .....3
	BUS 2144 .....3	
	<b>TOTAL</b> ..... 10	<b>TOTAL</b> ..... 6

◆ *Course has prerequisite - see course schedule or catalog description.*

^ *Course requires Instructor permission.*

NOTE: You are encouraged to contact an academic advisor at 763-433-1230 for course planning assistance and information about transfer credit evaluation and transfer options.