

SOCIAL MEDIA MARKETING CERTIFICATE

Important Notes

- This certificate requires the following pre-requisites: PSY111 Introduction to Psychology (3 c.h.), and MAT1** 100-Level General Education Math course

Certificate Requirements

Code	Title	Hours
Certificate Core		
BUS240	Economic Principles	3
BUS255	Marketing Principles	3
BUS345	Integrated Mktg Communications	3
BUS364	Digital Marketing	3
BUS367	Content/Social Media Marketing	3
Total Hours		15