

# Social Media & Digital Marketing

## Degree Type

Certificate

Students gain skills and knowledge in social media marketing and communications theory and applications. A certificate in Social Media and Digital Marketing serves as an opening to businesses needing employees trained in the use of digital media platforms for marketing and communications purposes. Students have the opportunity to earn industry-recognized credentials.

Learn more about the program and apply at [Social Media & Digital Marketing Certificate](#)

## Requirements

Item #	Title	Credits
COM103	Human Communication	3
ENL101	English Composition I	3
COM105	Survey of Mass Communication	3
MKT201	Marketing	3
ART171	Computer Graphics I (Adobe Photoshop, Illustrator, InDesign)	3
	ENL161 or COM208	3
COM215	Social Media Marketing & Communications	3
	COM240 or COM264	1-3
	<b>Total Credits</b>	<b>22-24</b>

### Career Outlook

According to the [Occupational Outlook Handbook](#), employment in media and communication occupations is projected to grow 14% from 2020 to 2030, faster than the average for all occupations. Demand for media and communication occupations is expected to arise from the need to create, edit, translate, and disseminate information through a variety of different platforms.

The median annual wage for media and communication workers (such as announcers, interpreters and translators, and technical writers) was \$62,340 in May 2021. Media and communication equipment workers (such as broadcast and sound engineering technicians, film and video editors, and photographers) had a median annual wage of \$48,920 in May 2021.

Most, but not all, entry level media and communications positions require a bachelor's degree. Most entry level positions in social media marketing and communications require prior hands-on experience.

This [occupational profile](#) is provided by O\*NET.

### Program Outcomes

Upon successful completion of the Social Media & Digital Marketing certificate, students are able to:

- Demonstrate desirable work habits including verbal/written communication skills, technological competence, critical thinking, and problem solving.
- Demonstrate the ability to set goals, develop strategies, and analyze goal attainment in selected digital and social media platforms.
- Pursue an entry-level position within a small business to assist in online marketing and communications management.

### Program Completion

Completion of a program is based on full time enrollment. Many of our students attend part time and may not complete within the one year timeline.