SOCIAL MEDIA MANAGEMENT CERTIFICATE (CAREER)

Program website (https://www.frederick.edu/programs/business/business-management.aspx)

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Program Description

Covers the application and management of social media as well as the digital marketing tools and channels used by businesses and marketing agencies. Prepares students with the techniques and skills needed to design, develop, analyze, and manage social media and digital channels in business and marketing settings.

Program Learning Objectives

- Consolidate essential skills and knowledge needed to plan and manage digital marketing strategy.
- Design and develop content marketing social media and social media platforms to promote businesses.
- Establish, execute, and manage social media campaigns.
- Analyze and monitor the effectiveness of social media channels.
- Evaluate and select appropriate social media tools in planning and implementing digital marketing initiatives.

Program Requirements

Code	Title	Credits
Departmental Requirements		
BMGT 103	Introduction to Business	3
BMGT 225	Marketing	3
BMGT 230	Social Media Law	3
Select one of the following:		2
CMIS 101	Information Systems and Technology	
CMIS 105	Introduction to Programming	
CMIS 106	Object Design and Programming	
CMIS 111J	Web Page Development	3
CMIS 111S	Social Media Tools	3
CMIS 111T	Digital Marketing	3
Total Credits		20

Transfer Note

For more information on careers and transfer, contact the Career and Academic Planning Services office at 301.846.2471 or visit Transfer Services (https://www.frederick.edu/student-resources/counseling-advising/transfer-services.aspx).

Guided Pathway to Success (GPS)

Suggested schedules map your path to degree completion.

Students should meet with an advisor each semester to carefully select and sequence courses based on their specific academic goals and interests. Visit Jefferson Hall or call 301.846.2471 for advising.

Recommended First Semester		Credits
BMGT 103	Introduction to Business	3
BMGT 225	Marketing	3
Select one of the following:		2-3
CMIS 101	Information Systems and Technology	
CMIS 105	Introduction to Programming	
CMIS 106	Object Design and Programming	
	Credits	8-9
Recommended Second Semester		
CMIS 111T	Digital Marketing	3
CMIS 111J	Web Page Development	3
CMIS 111S	Social Media Tools	3
BMGT 230	Social Media Law	3
	Credits	12
	Total Credits	20-21

Part-time Students

Part-time students should complete courses in the order listed on the pathway. Please contact program manager for questions about part-time status.

Students who take fewer than 15 credits each semester or who require developmental English or Math coursework will need additional semesters to complete their degrees. Summer term and January session classes may help students to make faster progress.

Pathway Legend

Milestone - courses with the Milestone notation should be taken within the recommend credit range to stay on track for program completion.

Fall, Spring, Summer - courses with a Fall, Spring, or Summer notation indicate the course is offered in the specified semester only.