

BUSINESS ADMINISTRATION - SOCIAL MEDIA SPECIALIST (AAS)

Business & Information Technology

Program website (<https://www.harpercollege.edu/academics/business/business-administration/>)

Option 6: Business Administration Degree – Social Media Specialist

Program Overview

This 61 credit-hour program is designed to assist students in a wide variety of business occupations. The curriculum is structured to meet the needs of individuals interested in gaining or improving business knowledge and management skills. The program develops abilities that will help organize, coordinate and evaluate the functions of a marketing department or branch of an organization in either an industrial or administrative management capacity. This degree also provides the fundamental management skills needed by the successful owner-manager of a business.

This degree is shown in a standardized sequential semester option. However, it is available as fast track modality, apprenticeships and online options as well. Please contact an advisor to get the most current scheduling. This degree plan is one of six options that students may pursue to earn the Business Administration Associate in Applied Science (AAS) degree. While there are multiple specializations, this particular degree can be awarded only once.

Program Requirements

First Semester		Hours
ENG 101	Composition I	3
MCM 150	Social Media Management and Measurement	3
MGT 150	Business Math ¹	3
MGT 154 or MGT 111	Entrepreneurship ² or Introduction to Business Organization	3
PSY 101	Introduction to Psychology ⁺	3
Hours		15
Second Semester		Hours
ACC 101	Introduction to Financial Accounting	4
CIS 100 or CIS 101	Computer and Digital Literacy or Introduction to Computer Information Systems	3
Humanities ³		3
MKT 217	Advertising	3
MKT 245	Principles of Marketing	3
Hours		16
Third Semester		Hours
ACC 102 or PSY 245	Introduction to Managerial Accounting ⁴ or Industrial/Organizational Psychology	3
Select one of the following: ⁵		3
ECO 200	Introduction to Economics	

ECO 211	Microeconomics	
ECO 212	Macroeconomics	
MGT 165	Global Business ⁺	3
MGT 270	Principles of Management	3
MKT 180	Strategic Communication for a Digital World	3
Hours		15
Fourth Semester		Hours
ACC 211	Business Law I	3
MCM 233	Introduction to Public Relations	3
MGT 218	Introduction to Finance	3
MKT 252	Internet Marketing	3
MKT 243	Social Commerce and Sales	3
Hours		15
Total Hours		61

¹ The mathematics requirement for this degree can be met with Math Competency. See Math Competency options (<https://www.harpercollege.edu/testing/docs/math-competency-options.php>) for information. Students who utilize Math Competency to meet the mathematics requirement must complete an additional three credit-hour elective. See full list of AAS General Education electives (<https://catalog.harpercollege.edu/catalog/programs/aas-general-education-electives/>).

² MGT 154 is recommended.

⁺ This course meets the World Cultures and Diversity graduation requirement.

³ PHI 150 is recommended.

⁴ ACC 102 is recommended.

⁵ ECO 200 is recommended.

Program Learning Outcomes

- Communicate persuasively and concisely, (orally, in writing, and presentation), using the language of business.
- Evaluate major business functions and related technologies domestically and globally.
- Explain and use quantitative tools in accounting, finance and economics.
- Demonstrate soft skills: emotional intelligence, entrepreneurial mindset, leadership and teamwork.
- Practice social consciousness and responsibility.
- Explore a business career direction.
- Create a business canvas that meets the submission requirements for the Harper Dream Grant.
- Demonstrate informed decisions for running a business.