

SOCIAL MEDIA SPECIALIST (CERTIFICATE)

Business & Information Technology

Program website (<https://www.harpercollege.edu/fasttrack/social-media-specialist-certificate/>)

Program Overview

This 16 credit-hour certificate program is designed for those interested in obtaining basic social media and internet marketing skills that can be used in any entry-level marketing position, or for individuals who want to run social media marketing campaigns for their business start-ups.

The Associate in Applied Science in Business Administration includes a specialized study area for Social Media Specialist. Please refer to Business Administration in this section of the catalog if you are interested in pursuing a degree in this discipline.

Program Requirements

While not a program requirement, it is recommended that students complete ENG 101 or place into ENG 101.

Code	Title	Hours
Required		
MCM 150	Social Media Management and Measurement	3
MKT 180	Strategic Communication for a Digital World	3
MKT 245	Principles of Marketing	3
MKT 252	Internet Marketing	3
MKT 253	Artificial Intelligence Marketing	1
or MKT 281	Internship in Marketing	
Electives		
Select three credit hours from the following courses:		3
MCM 233	Introduction to Public Relations	
MKT 105	Sports Marketing	
MKT 217	Advertising	
MKT 243	Social Commerce and Sales	
WEB 110	Internet Fundamentals	
WEB 140	Mobile Apps	
Total Hours		16

Gainful Employment

Harper College provides Gainful Employment information to comply with the U.S. Department of Education.