



## WHAT YOU WILL LEARN

Social Media has greatly impacted marketing and media. It has dramatically impacted news organizations and how they have delivered the news. It has also greatly impacted how businesses and other organizations have promoted their products and services. The use of Social Media for communications and promotions has greatly increased by organizations, including, of course, businesses and media outlets. This certificate will enable working professionals and students who want to develop their social media marketing skills.

## WHY STUDY AT CCM?

The Business and Communication departments at CCM equip students with practical learning experiences in the fields of marketing and communications. Our faculty possess both academic credentials and professional experience in marketing, media, and communications.

The 15-credit Certificate of Achievement in Social Media offered by the Business Administration and Communication programs includes 5 required courses. The Marketing courses cover the development of a marketing plan and the use of social media in promoting goods and services. Communication courses cover content creation, including the use of Adobe Photoshop and Adobe InDesign.

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## CAREERS

- Content Marketing Specialist
- Content Writer
- Digital Marketing
- Ecommerce Marketing
- Marketing Automation Coordinator
- PR and Social Media
- SEO
- Social Media Marketing

## CONTACT INFORMATION

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## CAREER OPPORTUNITIES

Social media marketing jobs are one of the fastest-growing opportunities because social media marketing is a growing industry. Businesses use social media to connect with their target audience. “In 2020, \$40 billion was spend on social media advertising, which included paid advertising on social networks as well as games and applications on social media. By 2022, advertisers are expected to spend over \$56 billion on social media promotions. Studies show that over 90% of U.S. companies are and will be using social media for marketing purposes.” (Oberlo) “The latest social media statistics show that there are 3.78 billion social media users worldwide in 2021, which is 48% of the current world population; this number is projected to grow over the next few years (Statista, 2020)”. The latest social media statistics in 2021 show that an average of two hours and 25 minutes are spent per day per person on social media (DataReportal, 2021). “73% of marketers believe that their efforts through social media marketing have been “somewhat effective” or “very effective” for their business”. (Buffer, 2019).

(Sources: <https://lumen5.com/learn/social-media-marketing-jobs/>, <https://www.oberlo.com/blog/social-media-marketing-statistics>, , <https://www.digitalmarketing.org/blog/the-importance-of-social-media-marketing>)

## WHERE YOU CAN GO!

The Social Media Marketing & Communications Certificate prepares students to major in Marketing or Communications at a four-year college. Many students choose these courses to satisfy elective requirement for the Business Administration, Business Professional or Communications degrees.

Cooperative education experiences, such as internships and job search support, are facilitated through our Office of Career Services, where you can also learn how to build a resume and gain interviewing skills. Internships in social media marketing include job titles such as Digital Marketing intern, Ecommerce intern, Public Relations and Social Media intern, Social Media and Content Creation intern and Social Media Marketing intern.

## CURRICULUM

### SOCIAL MEDIA MARKETING AND COMMUNICATIONS CERTIFICATE

Principles of Marketing	MKT 113	3
Social Media Marketing	MKT 208	3
Social Media Analytics	MKT 210	3
Introduction to Journalism	COM 111	3
Editing and Publication Design	COM 209	3

**TOTAL**

**15**

*Note: You must see a faculty advisor to plan your sequence of courses. For the most up-to-date listing of courses, see the Curriculum Checklist for this program on the CCM website at [www.ccm.edu/checksheets](http://www.ccm.edu/checksheets).*

