

SOCIAL MEDIA STRATEGY, CERTIFICATE OF ACHIEVEMENT

Banner Code: 3_CN_SMS

Control Number: 45695

Not Financial Aid Eligible

The Social Media Strategist Certificate of Achievement is designed to equip students for careers that involve using social media to promote products, individuals, and organizations. The curriculum focuses on developing the skills and tools required to analyze, create, implement, and evaluate social media strategies effectively.

Program Level Student Learning Outcomes

Upon completion of this program, students will be able to:

1. Students will be able to create and manage content tailored for various social media platforms, utilizing best practices for audience engagement and brand alignment.
2. Students will demonstrate the ability to analyze social media metrics and engagement data to assess the effectiveness of campaigns, using insights to refine strategies and improve content visibility
3. Students will be equipped to develop and implement basic social media marketing strategies that align with organizational goals, including audience targeting, scheduling, and performance evaluation.

Review Graduation Requirements (<https://catalog.cccd.edu/coastline/graduation-requirements/certificates/#achievementtext>).

Course	Title	Units
Required Core		
Complete the following:		
DMC C100	Introduction to Mass Communication	3
DMC C150	Introduction to Public Relations	3
DMC C160	Social Media Strategies	3
DMC C161	Writing for Social Media	3
DMC C162	Social Media and Mobile Journalism	3
BUS C150	Introduction to Marketing	3
Total Units		18