



**SCOTTSDALE
COMMUNITY COLLEGE**
A MARICOPA COMMUNITY COLLEGE

Social Media Marketing Certificate

17 credit program



COMPLETE THIS CERTIFICATE TO...

- Improve your skills to help find a new job
- Become more valuable to your current employer
- Formally certify your existing skill set
- Learn how to market your own business/brand

Get started today and earn college credit!

- 1 Apply to SCC:**
Apply for admission at maricopa.edu/admissions
- 2 Register for Classes:**
Through Scottsdale Community College
- 3 Questions?**
Reach out to Dr. Bobra Crockett at drbobra@scottsdalecc.edu

Learn new SKILLS. CRAFT viral content. Set yourself APART.

Want to be successful in Social Media Marketing? Complete your certificate at SCC to discover how to create an effective social media marketing plan. Learn to shape the online conversation regarding a business, attract new customers, and build loyalty.

IF YOU WANT TO COMPLETE THE PROGRAM IN ONE SEMESTER, SIGN UP FOR THE FOLLOWING:

SPRING 2024 - Full-time*

| Course # | Section # | Course Name | Week | Credit(s) |
|----------|-----------|------------------------------------|--------------------------------|-----------|
| CIS103 | 15787 | Introduction to Social Media | 1/16/2024 thru 3/8/2024 | 3 |
| GBS120 | 16042 | Workplace Communication Skills | | 3 |
| MKT110 | 15899 | Marketing and Social Media | 3/18/2024 thru 5/10/2024 | 3 |
| MKT111 | 16202 | Applied Marketing and Social Media | | 3 |
| MKT271 | 16203 | Principles of Marketing | | 3 |
| **MKT101 | 15425 | Intro to Public Relations | | 3 |

*Part-time options are available.

** Students may choose a 2-credit internship or special project class.

Your future in Social Media Marketing starts at SCC!

LEARN MORE AT:
bit.ly/scc-mkt-degree

