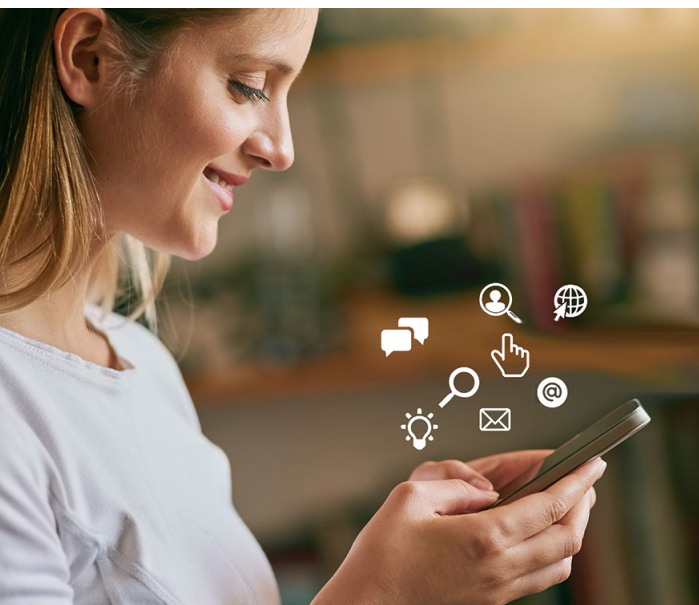


SOCIAL MEDIA MARKETING

WHAT DOES A SOCIAL MEDIA MARKETING PROFESSIONAL DO?

Social media marketing professionals create long term marketing strategies through optimizing, maintaining, and monitoring various social media platforms. Activities may include content creation, creative input, campaign management, and community engagement. Social media marketing professionals are often involved in monitoring online media and information sources to determine return on investment. They may also coordinate website content, develop email marketing campaigns, and coordinate search engine optimization.



WHAT SKILLS DOES A SOCIAL MEDIA MARKETING PROFESSIONAL NEED?

Excellent communication, organizational, and management skills are generally required for this position. The ability to learn new social media platforms – as well as integrate them into the company's existing social media presence – is required as well.

LEARN NEW SKILLS. CRAFT VIRAL CONTENT. SET YOURSELF APART.

THE SOCIAL MEDIA MARKETING CERTIFICATE

The Certificate in Social Media Marketing (CCL) is designed to provide useful skills important in a variety of strategic marketing areas, including social media, digital communications, media relations, and brand management.

COMPLETE THE CERTIFICATE TO...

1. Improve your skills to help find a new job.
2. Become more valuable to your current employer.
3. Formally certify your existing skill set.

“ I highly recommend the social media marketing program at SCC. The classes give you an in-depth knowledge of social media platforms and provide you with the experience to know how to use them. ”

~ Patrick T.

Scottsdale Community College
9000 E. Chaparral Road
Scottsdale, AZ 85256-2626
www.scottsdalecc.edu



SCOTTSDALE
COMMUNITY COLLEGE
A MARICOPA COMMUNITY COLLEGE

SOCIAL MEDIA MARKETING CERTIFICATE



MARICOPA
COMMUNITY COLLEGES

The Maricopa County Community College District (MCCCD) is an EEO institution and an equal opportunity employer of protected veterans and individuals with disabilities. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, age, or national origin. A lack of English language skills will not be a barrier to admission and participation in the career and technical education programs of the District.

The Maricopa County Community College District does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities. For Title IX/504 concerns, call the following number to reach the appointed coordinator: (480) 731-8499. For additional information, as well as a listing of all coordinators within the Maricopa College system, visit www.maricopa.edu/non-discrimination.

YOUR FUTURE IN SOCIAL MEDIA MARKETING STARTS HERE!

CERTIFICATE IN SOCIAL MEDIA MARKETING

Scottsdale Community College (SCC), accredited by the Higher Learning Commission, offers the Certificate (CCL) in Social Media Marketing for students who wish to pursue social media marketing as a career, or for students who would like to earn a credential to advance in their current jobs. You can learn useful skills important in a variety of strategic marketing areas, e.g., social media, digital communications, media relations, and brand management. This certificate seamlessly leads into the Associates Degree in Marketing and Sales.

CHOOSE YOUR START DATE

The Social Media Marketing courses at SCC begin every eight weeks during the academic year, and most can be taken in any order. This gives students five different start dates to choose from: January, March, May, August, or October.

ACCELERATED OPTION

Students generally complete the certificate in nine months, but it can be completed in as little as four months.



TAKE YOUR SOCIAL MEDIA MARKETING SKILLS TO THE NEXT LEVEL!

COURSE	DESCRIPTION
CIS103 Introduction to Social Media (3 credits)	Create and maintain social media accounts on various sites to socialize, write, and share multimedia, while understanding the related ethics, privacy and security issues.
GBS120 Workplace Communication Skills (3 credits)	Reviews planning, organization, development, and evaluation of written/oral communication in business settings.
MKT110 Marketing and Social Networking (3 credits)	Theory and practice in the use of social media in marketing. Topics include preparation for social marketing, the power of collective influence, and how to engage with social media.
MKT111 Applied Marketing and Social Networking (3 credits)	Hands-on use of social media platforms and tools to conduct research, develop strategies for social media marketing campaigns, and creation of metrics to measure effectiveness.
MKT271 Principles of Marketing (3 credits)	An analysis of the marketing process and environment with regard to the product, pricing, distribution, and communication.
MKT101 Introduction to Public Relations (3 credits) - OR - MKT280AB Internship (2 credits) - OR - MKT298AB Capstone Project (2 credits)	Emphasizes public relations techniques used both within and outside the business organization, including operation of a PR counseling firm. Marketing work experience in a business or industry for 80 hours of designated work per credit. Structured to provide an atmosphere of individualized research and study paralleled by professional expertise and guidance.

JOB OUTLOOK

- The national average salary for a Social Media Marketing Manager is \$64,845* in 2024.
- Social Media Marketing jobs include: Assistant Manager of Social Media, Digital Marketing Assistant, Internet Blogger, Social Media Associate, Social Media Content Strategist, Social Media Internship, Social Media Manager, Social Media Support Specialist, Social Media Writer, Web Advertising Associate.

**Source: ziprecruiter.com*

SCC can help you discover
the knowledge and skills
to improve your career and your life.

Want to take a class or
earn a certificate?
**TO LEARN MORE,
CONTACT US TODAY!**

business.school@scottsdalecc.edu

480.423.6253



bit.ly/scc-smm

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