

# SOCIAL MEDIA MARKETER

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## Certificate of Proficiency

Career/Technical (Major Code: 01065)

The Social Media Marketer will form and optimize social media networks, design and implement a social media strategy for personal or commercial use. Covers hands-on use of exciting Web 2.0 interactivity for commercial and personal use and optimizes social networks. Designs and implements social media strategies with multiple platforms and measure success. Includes RSS feeds, blogs, wikis, casts, interactive video and photo sites, cloud computing industry.

## Program Student Learning Outcome

- Create a social media marketing strategy using three media outlets.

| Code                        | Title                                  | Units    |
|-----------------------------|--|----------|
| <b>Program Requirements</b> |  |          |
| CIS 152                     | USING HTML AND CSS TO CREATE WEB PAGES | 3        |
| CIS 255                     | WEB SEARCH ENGINE VISIBILITY           | 2        |
| CIS 257                     | WEB 2.0 SOCIAL MEDIA STRATEGIES        | 3        |
| <b>Total Units</b>          |  | <b>8</b> |