

SOCIAL MEDIA MARKETER

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 Outcomes

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

Code	Title	Units
Program Requirements		
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
Total Units		8