SOCIAL MEDIA MARKETING

Delivery: Daytime and Online Classes
Start: Fall, Spring or Summer Session, Full- or Part-Time
Location: Rosemount Campus, Apple Valley Site

Outcomes

Social Media Specialist A.A.S. Degree . . . . . .60 cr.
Social Media Specialist Certificate . . . . . .20 cr.

Major Description

Social media is an exciting and ever-evolving field. Once used as a quirky tool to stay in touch with old friends to now a massive marketing platform, capable of delivering ultra-targeted ads to a global audience. Social media marketing generates web traffic, increases conversions and sales, and aids in branding, market research and building email lists. The growth in this industry created several different career choices, specific to social media marketing.

Social Media Specialist: Through this program you will master the tools and techniques critical to success, helping you to propel your marketing career, promote your business and boost the bottom line. You will gain skills to engage your audience and enhance your online presence by creating compelling content that generates quality traffic. Students will also learn how to leverage various monitoring methods to stay on the cutting edge of social media trends, and begin uncovering a vast array of exciting opportunities.

Work Environment

A social media marketing specialist oversees the implementation of different social media programs for clients. You will also need strong writing and grammar skills, as you may be assigned to blogging or other writing for potential clients. You will be expected to have quick turn-around on projects and be a multi-tasker. You must thrive in a entrepreneurial setting, be able to accomplish tasks on your own or as part of a team. You must be a self starter and have strong project management skills. You must already understand authentic marketing.

Potential Job Titles

- Social Media Marketing Manager
- Social Media Developer
- Social Media Manager
- Social Media Director
- Social Media Analyst

Salary Data

- Average Wage: $28.61/hour
- Top Earners: $42.59/hour

SOCIAL MEDIA SPECIALIST – A.A.S. DEGREE

MKTC1000	Principles of Marketing	3
MKTC1100	Fundamentals of Sales	3
MKTC1150	Consumer and Professional Buying Behavior	3
MKTC2000	Advertising Practices and Procedures	3
MKTC2105	Marketing Communications Writing	3
MKTC2310	Public Relations	3
MKTC2505	E-Marketing	3
MKTC2550	International Marketing	3
MKTC2600	Marketing Research	3
MKTC2710	Innovations in Marketing	2
MKTC2713	Social Media Marketing Tools	3
MKTC2716	Social Media Campaigns	3
MKTC2719	Social Media B-to-B Marketing	3
MKTC2815	Business Law	3
MKTC2900	Portfolio and Interviewing	1
MKTC2970	Internship	3
	Total Credits	**45**

General Education

ENGL1150	Composition I	3
SPEE1020	Interpersonal Communications	3
	Science or Math (MnTC Goal 3 or 4)	3
	General Education Electives**	6
	Total Credits	**15**
	TOTAL PROGRAM REQUIREMENTS	**60**

*** Select General Education electives from any MnTC goal area.*

SOCIAL MEDIA SPECIALIST – CERTIFICATE

MKTC1000	Principles of Marketing	3
MKTC2310	Public Relations	3
MKTC2505	E-Marketing	3
MKTC2710	Innovations in Marketing	2
MKTC2713	Social Media Marketing Tools	3
MKTC2716	Social Media Campaigns	3
MKTC2719	Social Media B-to-B Marketing	3
	Total Credits	**20**
	TOTAL PROGRAM REQUIREMENTS	**20**

DAKOTA COUNTY
TECHNICAL COLLEGE

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2013-2014 CATALOG

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