

Social Media Management, CAS

Academic Year 2024-2025

Program Description:

Students that obtain a CAS in Social Media Management will demonstrate understanding in analyzing a business' brand, recognition, and content strategies as a starting point for research in preparation for a marketing campaign. The program encompasses the development, design, and strategic planning of a tailored social media campaign to enhance the business' online presence. This includes the understanding of various social media platforms and planning services, demonstrating a thorough understanding of the diverse landscape. The program emphasizes the evaluation of campaign analytics and key performance indicators (KPIs) to gauge and enhance campaign effectiveness and reach. Participants are expected to propose and defend campaign goals, metrics, and strategies, ensuring alignment with industry best practices. Through these learning objectives, the social media management program equips individuals with the skills needed to navigate the dynamic realm of social media marketing and management.

Program Outcomes:

- Analyze a business' brand, brand recognition, and social media content to begin research for a marketing campaign
- Develop, design, and plan a social media campaign for a business
- Evaluate campaign analytics and KPI's to determine campaign effectiveness and reach
- Create user-generated content across various social media platforms and planning services
- Propose and defend campaign goals, metrics, and strategies utilizing best practices

Salary Information:

For the most current salary information, please refer to the Bureau of Labor Statistics "Occupational Outlook Handbook" found at www.bls.gov/ooh/.

Program Admission Requirements:

The college adheres to an open admission policy which means applicants with a high school diploma or a GED are eligible for admission. Applicants with neither a high school diploma nor a GED may be admitted on a conditional basis.

Contact Information:

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Technical and Digital Marketing Major Code – CD31

Name:	ID Number 942-
Educational Counselor:	
Faculty Advisor:	

COURSES REQUIRED

COURSE	REQUIREMENTS	SEM	HRS	GR	SUBSTITUTE/REPEAT CRS	SEM	CR
DMK 101	Introduction to Social media Marketing		3				
DMK 102	Content Creation		3				
DMK 110	Introduction to Digital Marketing		3				
DSGN 101	Motion Design I		3				
DSGN 160	Digital Photography		3				
			15				
DMK 201	Social Media Campaigns		3				
DMK 240	Branding		3				
DMK 250	Creative Strategy		3				
DMK/DSGN	Approved Elective		3				
DMK/DSGN	Approved Elective		3				
			15				
	Hours Required for Graduation		30				