CENTRAL CAROLINA COMMUNITY COLLEGE

Business Technologies

Program Planning Guide

Social Media Marketing Certificate

Program Length: 2 semesters
Program Sites: Online
Career Pathway Options: Associate in Applied Science Degree in Business Administration General Track; Diploma in Business Administration General Track; Certificate in Social Media Marketing

Suggested Course Schedule		Class	Lab	Work	Credits	Notes:
1st Semester (fall)						
BUS 110	Introduction to Business	3	0	0	3	
MKT 120	Principles of Marketing	3	0	0	3	
WEB 214	Social Media	2	3	0	3	
	Total Semester Hours	**8**	**3**	**0**	**9**	
2nd Semester (spring)						
MKT 223	Customer Experience	3	0	0	3	
MKT 220	Advertising & Sale Promotions	3	0	0	3	
MKT 232	Intermediate Social Media Marketing	2	2	0	3	
	Total Semester Hours	**8**	**2**	**0**	**9**	
Total Semester Credit Hours Required for Graduation: 18						

Effective Term: 2025FA