



Genesee Community College

Marketing & Social Media Concentration

BUSINESS ADMINISTRATION A.A.S.

SOCIAL MEDIA & DIGITAL MARKETING MICRO-CREDENTIAL



Lead the Future of Digital Communication

Social media has become the ultimate tool for engaging, analyzing, and connecting brands with consumers—and vice versa—whether locally or worldwide. It has revolutionized how businesses operate, making a seamless, multi-channel social strategy essential for success in today’s competitive environment. As social media now serves as a vital component of every organization, it’s also unlocking exciting new career opportunities in the ever-evolving digital landscape.

In GCC’s Marketing and Social Media concentration, you will master the art of leveraging social media to build brands, drive revenue, and foster customer loyalty. The program immerses you in business, advertising, marketing, creative problem-solving, and web development—equipping you with essential skills for the digital marketing landscape. You will explore social media policies and analytics, craft compelling content, and develop multi-channel strategies to thrive in the fast-paced world of online marketing.

Apply for free at:
www.genesee.edu/apply

Professional Pathways

Social media marketing skills are in high demand as businesses increasingly rely on social media to reach their audiences. A recent report projects social media spending will reach \$276.7 billion in 2025, with an annual growth rate of 10%. With social media playing a pivotal role in business success, GCC’s Social Media and Marketing concentration within the Business Administration A.A.S. degree equips students with the skills needed for today’s in-demand careers. This cutting-edge program gives students a strategic advantage as they enter the fast-growing global and digital marketplace.

Social media and marketing is a critical leadership function—whether within an organization or as an independent consultant—and can be applied across all industries, including fashion, banking, real estate, and more. In-demand careers include:

- Marketing Manager
- Multi-Media Journalist
- Blogger / Content Developer
- Digital Marketing Consultant
- Social Media and Content
- Strategist
- Influencer
- Social Media Specialist
- Digital Media Coordinator
- Online Community Manager
- Outreach Coordinator
- Social Media Marketing Analyst
- Social Media Entrepreneur

Flexible Learning for a Digital Future

GCC’s Marketing and Social Media concentration is designed with flexibility in mind and is offered 100% online, allowing students to complete the program from anywhere. Whether you’re a full-time student, a working professional, or balancing family responsibilities, the fully online format empowers you to learn on your own schedule. This convenient and accessible approach ensures you can build real-world marketing and social media skills without compromising on the quality of education or your career goals.

Concentration Requirements

The Marketing and Social Media Business Administration, A.A.S. concentration requires a total of 62 credits including the following concentration requirements.

- BUS 113 Social Media & Digital Marketing
- BUS 203 Advertising,
- BUS 225 Entrepreneurship
- BUS 213 Principles of Marketing,
- BUS 200 Strategy and Campaign
- BUS 223 Portfolio
- CIS 117 Fundamentals of Business Computing
- CPS 101 Introduction to Creative Problem Solving

Social Media & Digital Marketing Micro-Credential

GCC's Social Media and Digital Marketing Micro-Credential offers essential skills for career changers, entrepreneurs, small business owners, and students. In 3 courses over 2 part-time semesters, you'll learn social media strategy, digital marketing, and content creation to boost brand awareness, sales, and customer loyalty, keeping you competitive in today's digital economy.

- BUS113 Social Media & Digital Marketing 3
- BUS200 Social Media Strategy & Campaign Building 3
- BUS223 Digital Media Content Production & Portfolio Creation 3



For more information:

Krystia Mager

Professor of Business
585-343-0055 x6147
kmager@genesee.edu



Transfer Opportunities

GCC has many transfer agreements with 4-year institutions like:

- Niagara University
- SUNY University at Buffalo
- RIT
- SUNY College at Geneseo
- St. John Fisher College
- SUNY Buffalo State College
- SUNY College at Brockport

Please contact our Transfer Services Office for more information.

Email: transfer@genesee.edu or call (585) 343-0055 x6456

Business Creators Club

Discover boundless opportunities with the Business Creators Club—a hub crafted to ignite entrepreneurial spirits in every GCC student. Unravel the nuances of leadership and business acumen through participating in events, field trips, and networking opportunities. Dive into immersive experiences that pave the way for unparalleled success.