

_011: Social Media Marketing Micro-Credential

SPRING 2024 to CURRENT

ITEM	REQUIREMENT	CREDITS	SEMESTER
1 - PROGRAM REQUIREMENT	MET BY	9	As Listed
1.01 - Program Requirement	BUS113 - Social Media & Digital Marketing	3	1
1.02 – Program Requirement	BUS200 - Social Media Strategy & Campaign Building	3	2
1.03 – Program Requirement	BUS223 - Digital Media Content Production & Portfolio Creation (Capstone)	3	2
2 - SEMESTER	TOTAL CREDITS REQUIRED FOR MICRO-CREDENTIAL	9	Upon Completion
2.01 - Semester 1	Semester 1 Total Credits	3	1
2.01 - Semester 2	Semester 2 Total Credits	6	2
3 - INFORMATIONAL NOTES	GENERAL CURRICULUM INFORMATION	0	As Appropriate
3.01 - Note 1	To complete in one year, students need to begin program in the Fall semester.	0	As Appropriate
3.02 - Note 2	When completed, credit bearing Micro-Credentials are displayed on a student's academic transcript and a digital badge is awarded.	0	Upon Completion