

**\_011: Social Media Marketing Micro-Credential**

SPRING 2024 to CURRENT

ITEM	REQUIREMENT	CREDITS	SEMESTER
<b>1 - PROGRAM REQUIREMENT</b>	<b>MET BY</b>	<b>9</b>	<b>As Listed</b>
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
<b>2 - SEMESTER</b>	<b>TOTAL CREDITS REQUIRED FOR MICRO-CREDENTIAL</b>	<b>9</b>	<b>Upon Completion</b>
2.01 - Semester 1	Semester 1 Total Credits	3	1
2.01 - Semester 2	Semester 2 Total Credits	6	2
<b>3 - INFORMATIONAL NOTES</b>	<b>GENERAL CURRICULUM INFORMATION</b>	<b>0</b>	<b>As Appropriate</b>
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