



2023-2024 Catalog

Social Media Marketing

Undergraduate Certificate

Program

AAS General Business

The Certificate in Social Media Marketing requires the completion of a set of 6 courses offered within the General Business Program of the Kolbe School for Innovation and Professional Studies.

This certificate coursework introduces students to the processes necessary to run a social media marketing campaign. In this certification course, students will learn how to understand the components of a social media marketing campaign, the types of applications and types of content used for social media marketing, and how to audit and plan social media marketing campaigns.

It also provides the student with practical experience and the certifications necessary to function as a social media specialist within an organization. The general business courses further provide successful certificate graduates with the general understanding of business concepts needed for success.

In addition to the University of St. Thomas Certificate in Social Media Marketing, the certificate course provides students with 18 credit hours in general business. These courses can be used towards the completion of an associate in applied science in general business. Credits can be transferred to a four-year program if desired.

Total Credits 18

Social Media Courses

Complete all of the following courses.

Item #	Course Title	Credits
<input type="checkbox"/> GENB 2361	Social Media Marketing	3
<input type="checkbox"/> GENB 2362	Social Media Marketing Practicum	3
<input type="checkbox"/> GENB 2363	Advertising and Promotion	3

General Business Courses

Complete all of the following courses.

Item #	Course Title	Credits
<input type="checkbox"/> GENB 2343	Principles of Marketing	3
<input type="checkbox"/> GENB 2347	Principles of Management	3
<input type="checkbox"/> GENB 1320	Business Communication	3