



**SCOTTSDALE
COMMUNITY COLLEGE**
A MARICOPA COMMUNITY COLLEGE

Social Media Marketing Certificate

17-credit program



COMPLETE THIS CERTIFICATE TO...

- Improve your skills to help find a new job
- Become more valuable to your current employer
- Formally certify your existing skill set
- Learn how to market your own business/brand

Get started today and earn college credit!

- 1 Apply to SCC:**
Apply for admission at maricopa.edu/admissions
- 2 Register for Classes:**
Through Scottsdale Community College
- 3 Questions?**
Reach out to Dr. Bobra Crockett at drbobra@scottsdalecc.edu

Learn new SKILLS. CRAFT viral content. Set yourself APART.

Want to be successful in Social Media Marketing? Complete your certificate at SCC to discover how to create an effective social media marketing plan. Learn to shape the online conversation regarding a business, attract new customers, and build loyalty.

IF YOU WANT TO COMPLETE THE PROGRAM IN ONE SEMESTER, SIGN UP FOR THE FOLLOWING:

FALL 2024 – Full-time*

Course #	Section #	Course Name	Week	Credit(s)
CIS103	15787	Introduction to Social Media	8/19/2024 thru 10/11/2024	3
GBS120	11971	Workplace Communication Skills		3
MKT110	12457	Marketing and Social Media	10/21/2024 thru 12/13/2024	3
MKT111	12484	Applied Marketing and Social Media		3
MKT271	12767	Principles of Marketing		3
MKT298AB	35032	Special Projects		2

*Part-time options are available.

Your future in Social Media Marketing starts at SCC!

LEARN MORE AT:
bit.ly/scc-mkt-degree

