

Certificate: Social Media Marketing

Certificate Description:

The social media marketing certificate is designed to help students improve their knowledge and skills in social media marketing to prepare them for an entry-level job or internship in the digital marketing field. This certificate is developed and granted by BYU-Idaho.

Course Code	Course Name	15 Credits
SMMPC 105	Introduction to Social Media Marketing	3 Credits
SMMBC 120	Social Media Marketing Strategy	3 Credits
SMMBC 130	Social Media Marketing Content	3 Credits
SMMBC 150	Social Media Marketing Content	3 Credits
SMMBC 160	Social Media Marketing Advocacy and Advertising	3 Credits

Course Descriptions:

SMMPC 105 (3 credits) – Introduction to Social Media Marketing

Students will learn about the history, purpose, anatomy, best practices, current trends, and pros & cons of the following social platforms: Facebook, Twitter, Pinterest, Instagram, YouTube, LinkedIn, Google+, Snapchat, and blogs. They will gain a high-level understanding of key marketing principles and strategies, as well as how companies use social media for marketing, analytics, customer service and more.

SMMBC 120 (3 credits) – Social Media Marketing Strategy

In this course, students will learn to establish a vision, set guiding and measurable social media marketing goals, identify and define target audiences, apply social media marketing tactics, and measure, analyze, and assess results.

SMMBC 130 (3 credits) – Social Media Marketing Content

This course will teach students how to create high-quality content aimed at different social media platforms by learning how to identify and create great content through copy, pictures, videos, infographics, etc.

SMMBC 150 (3 credits) – Social Media Marketing Analytics

Good data analysis can make or break a company. In this course, students will learn how to capture the right data and then know what to do with it.

SMMBC 160 (3 credits) – Social Media Marketing Advocacy and Advertising

In this course, students will learn what social media advertising is. They will create advertising content using Canva and create and analyze advertising campaigns on various social media marketing platforms, including Facebook, Twitter, Pinterest, YouTube, LinkedIn, Instagram, and Snapchat.

Outcomes:

- Create and manage content for advertising and marketing purposes for various social media channels.
- Create various content on social media channels that is engaging and relevant to a company's mission, audience, and objectives.
- Create, engage with, and build brand loyalty within a social media community.
- Improve the effectiveness of social media content and campaigns using analytical and research tools.

Potential Employment:

- Social Media/Digital Marketing Coordinator, Specialist or Analyst