# FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE

**BUSINESS ADMINISTRATION/**

**DIGITAL AND SOCIAL MEDIA MARKETING CERTIFICATE (C25120C30)**

Effective: Fall 2025

Revised: 03/12/25

The Digital and Social Media Marketing certificate is designed to provide individuals with the fundamental skills needed to market products (goods or services) via the World Wide Web.

Course work includes computer operations, social media marketing, e-commerce, advertising, and sales promotions.

Upon completion, students should be prepared with a working knowledge and skill set to market effectively over the Internet. Students may transfer these course credits into the Associate degree Business Administration programs.

Length: 2 Semesters

Prerequisite: High School Diploma, Placement Test Equivalent

Award: Certificate

**FALL SEMESTER**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |  |
| CIS110 | Introduction to Computers | 2 | 2 | 0 | 3 |  |
| or |  |  |  |  |  |  |
| CIS111 | Basic PC Literacy | 1 | 2 | 0 | 2 |  |
| MKT120 | Principles of Marketing | 3 | 0 | 0 | 3 |  |
| MKT232 | Social Media Marketing | 2 | 2 | 0 | 3 |  |
|  |  | ----- | ----- | ----- | ----- |  |
|  | **Totals** | **6** | **4** | **0** | **8** |  |

**SPRING SEMESTER**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| MKT220 | Advertising and Sales Promotion | 3 | 0 | 0 | 3 |
| MKT234 | Digital Marketing | 2 | 2 | 0 | 3 |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **5** | **2** | **0** | **6** |

# TOTAL REQUIRED CREDITS.... 14

**Work-Based Learning Option:** NA