

Small Business Marketing Communication Certificate

Small Business Marketing Communication Certificate Requirements

12 credits

Code	Title	Hours
MKTG 3010	Marketing Principles (ALPP)	3
MKTG 4200	Entrepreneurial Marketing	3

Small Business Marketing Communication Elective Requirements

Code	Title	Hours
Choose 6 credits from the following:		
MDIA 2300	Introduction to Public Relations	3
MDIA 3450	Social Media Campaigns	3
MDIA 4580	Advanced Public Relations (Prerequisite: MDIA 2300)	3
MKTG 3500	Digital Marketing	3
MKTG 3550	Search Engine Optimization and Marketing	3
MKTG 3560	eCommerce Strategy	3
MKTG 3570	Email and Marketing Automation Strategy	3
MKTG 3580	Social Media Marketing Strategy	3
MKTG 3590	Digital Marketing Analytics	3

Completion Requirements

1. Grade C- or higher in each required discipline course.
2. GPA 2.5 or higher in required discipline courses.

Small Business Marketing Communication Certificate Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Apply core marketing and digital media principles to the planning and execution of integrated campaigns for small business environments
2. Identify and evaluate traditional and digital media channels and determine the most effective mix for a defined target audience
3. Create strategic communication content across public relations, social media, and digital platforms that aligns with business objectives, brand voice, and customer needs;
4. Develop and optimize digital campaigns using search engine optimization and social media best practices to increase visibility and engagement
5. Assess and refine marketing communications using appropriate metrics and analytics to improve campaign performance.