

Student Name: _____

Computer & Information Technologies: Social Media Specialist (18-21 Total Credit Hrs)

Maysville Community & Technical College

Open Admissions

Certificate

Sharon Staviski, Program Coordinator

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Academic Plan Code: 1101017089

Academic Sub Code: 1101013469

Academic Program Code: ENTC

| Certificate Requirements (18-21 Credit Hours) | | Credit Hours | Semester Taken |
|---|---|--------------|----------------|
| CIT 105 | Intro to Computers OR demonstrated competency | 0-3 | |
| CIT 155 | Web Page Development | 3 | |
| CIT 151 | Social Media I | 3 | |
| CIT 152 | Social Media Tools and Technologies | 3 | |
| CIT 251 | Social Media II | 3 | |
| BAS 160 | Intro to Business | 3 | |
| BAS 282 | Intro to Marketing | 3 | |
| Total | | 18-21 | |

Notes:

1. It is the responsibility of the student to notify their Advisor of changes they have made to their class schedule. Failure to do so could result in a delayed graduation date or ineligibility for graduation. (*Examples: Online registration, drop/add, or change of class sequence.*)
2. Certificates may also be completed prior to or while earning an AAS degree. (Refer to MCTC's CIT Program Website) .
3. Students may only use a course with a grade of "C" or higher to fulfill a core or track graduation requirement or a certificate requirement.
3. Required minimum ACT, TABE, KYOTE or COMPASS placement scores for general education courses are listed below.

| | Math | Reading | Writing |
|---------|-----------------|-----------|-----------|
| ACT | 19 | 20 | 18 |
| COMPASS | ALG 25 | 85 | 74 |
| KYOTE | CA 14 or higher | N/A | N/A |
| TABE | N/A | 12.2-12.9 | 12.8.12.9 |

Social Media Specialist Certification Information

The **Social Media Certificate** prepares students for careers as social media analyst to leverage social media tools to increase business awareness and presence.

Upon completion of this Certificate program, the graduate can:

1. Describe the components, definitions, and uses of Social Media.
2. Demonstrate an understanding of the Internet and web page development.
3. Identify appropriate social tools and technologies.
4. Develop skills to leverage social media applications and marketing to increase business presence.
5. Utilize technology to track, collect, and analyze a diverse range of social media metrics and data.

Total Credit Hours: 18-21