



# Be The Best!

## Social Media

- For individuals interested in implementing social media into almost any career area
- Assignments and activities will demonstrate how to plan, execute and assess a comprehensive and effective social media campaign for private businesses, government agencies or non-profit organizations
- Construct multimedia content for social media sites to achieve organizational communications goals
- Learn to use the tools to measure the effectiveness of online advertising
- Offered completely online

TUITION/FEES: \$2,544

*Book costs extra.*



**Mitchell Technical Institute**  
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Aspen Prize Top 10 Community College

**Award: Certificate**

**Semester 1**

AOS 261 Social Media Marketing 101 ..... 3

**Semester 2**

AOS 263 Online Reputation Management ..... 3

**Semester 3**

AOS 265 Internet Marketing..... 3

**Semester 4**

AOS 267 Analytics ..... 3



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