Social Media Strategist

TECHNICAL DIPLOMA

Program Code: 30-135-1 | Downtown Milwaukee Campus
(Also offered online)

Prepare for a variety of positions in today’s fast-growing social media arena. This program is an ideal choice for individuals who recognize the opportunities of a social media-connected world and are intrigued by technology.

Career Outlook
The rapid growth of social media platforms and internet-enabled devices has led to demand for skills in social media, marketing and website analytics.

Workplace Competencies
Employers will expect graduates to:
- Understand business models and uses of social media
- Research business and consumer markets to create social media marketing strategies
- Analyze social media metrics/understand SEO techniques
- Monitor social media/web communities
- Demonstrate knowledge of all major social media platforms

Admission Requirements
- A high school diploma or GED
- Basic computer skills are highly recommended
- Demonstration of proficiency in basic skills through a course placement assessment

After earning this diploma, the credits can be applied to completing the eBusiness Technology Analyst associate degree.

Start dates: August and January
Possible Careers
• Social Media Specialist
• Digital Content Strategist
• Web Developer
• Web Designer

Related Programs
• eBusiness Technology Analyst
• IT Mobile Application Developer
• Marketing Management
• Interactive Media
• Web Designer

Social Media Strategist Curriculum

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBUS-118</td>
<td>Social Media Technologies</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>(or) ITSOC-102 Social Media for Business</td>
<td></td>
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<tr>
<td>VICOM-150</td>
<td>Introduction to Digital Media</td>
<td>3</td>
</tr>
<tr>
<td>EBUS-165</td>
<td>Web and Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>VICOM-128</td>
<td>Web Development with HTML/CSS</td>
<td>3</td>
</tr>
<tr>
<td>EBUS-191</td>
<td>CRM Customer Relationship Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>(or) ITSOC-110 Community Management/ Policies and Procedures</td>
<td></td>
</tr>
<tr>
<td>VICOM-124</td>
<td>Content Management Systems ‡</td>
<td>3</td>
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</tbody>
</table>

TOTAL CREDITS: 18

‡ Prerequisite required.
Curriculum requirements are subject to change.

For complete information, go to matc.edu/business/index.cfm
To apply for financial aid, visit fafsa.ed.gov
School Code: 003866

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