



Triton College School of Business Launches New Social Media Digital Marketing Certificate Program

Starting Fall 2021

The Social Media Digital Marketing Certificate Program is designed to provide participants with a foundation and skill set in the new, evolving world of social media. Through a combination of case study analyses, lectures, projects and simulations, you will learn the key social media needs and processes. This certificate is ideal for current marketing professionals and business owners looking to broaden their skills or for students looking for a highly marketable career path.

Social Media Digital Marketing Certificate Program

First Semester

BUS 131 Social Media and Digital Marketing	3 credit hours
BUS 141 Intro to Business	3 credit hours
VIC 161 Intro to Photoshop	3 credit hours
VIC 162 Digital Photography	
or	
VIC 163 Digital Studio Photography	3 credit hours
BUS 127 Principles of Marketing	3 credit hours

Second Semester

VIC 172 Web Page Design	3 credit hours
BUS 275 Advertising in a Social Media Era ◇	3 credit hours
VIC 275 Designing for Social Media	3 credit hours
BUS 278 Business Analytics ◇	3 credit hours
BUS 289 Consumer Behavior ◇	3 credit hours

Total

30 credit hours

◇ Note: Prerequisites BUS 146 and BUS 149 required prior to enrolling in BUS 278 or consent to waive this requirement may be granted by department coordinator for this certificate only. Prerequisite BUS 127 required prior to enrolling in BUS 275, BUS 289.

For more information, please contact

**Joanna Oleksiak at joannaoleksiak@triton.edu or (708) 456-0300, Ext. 3219, or
Dr. William M. Griffin at williamgriffin@triton.edu or (708) 456-0300, Ext. 3579.**

No matter who you are or what you aspire to be ...

There's
a place
for you.



Triton College
triton.edu

2000 Fifth Ave.
River Grove, IL 60171
(708) 456-0300