



For immediate release: **June 27, 2022**

**Triton College School of Business Offers Social Media Digital Marketing
Certificate Program**

Program Prepares Students for Digital Marketing Jobs

RIVER GROVE, Ill. – The Triton College School of Business is offering a Social Media Digital Marketing Certificate Program. Those who receive the certificate can work in digital marketing and will be given the foundation to have a career in the industry of social media.

“The world of social media is evolving,” said Dr. William Griffin, chairperson of the School of Business. “Today, entrepreneurs really rely and depend on social media for their businesses.”

Dr. Griffin believes that those who receive this certificate will be able to find jobs in marketing, project management, advertising and Google analytics. Jobs in digital marketing could pay up to \$62,000 per year.

“In this day and age, social media is a necessity when it comes to growing a business,” said Dr. Griffin.

Triton’s Social Media Digital Marketing Certificate Program will be 30 credit hours (two semesters) with students taking Social Media and Digital Marketing, Intro to Business, Web Page Design, Advertising in a Social Media Era and Business Analytics classes, among others.

Since there was an increase in digital marketing jobs from 2017-2018, going into the future, Dr. Griffin feels that there is a need for a Social Media Digital Marketing Certificate Program on Triton’s campus.

“We offer one open house a semester for students that are interested,” he said.

For more information, please contact williamgriffin@triton.edu or (708) 456-0300, Ext. 3579.

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ABOUT TRITON COLLEGE

Triton College is a two-year college dedicated to helping members of the 25 Western Cook County communities in our district and beyond to achieve educational, professional and personal success. Located in River Grove, IL, Triton offers more than 110 degree and certificate programs on its 110-acre campus, featuring a comfortable, friendly and diverse atmosphere. Triton holds classes at several satellite locations as well and offers online learning opportunities. Triton's dedicated faculty and staff work to provide high quality, convenient and affordable educational opportunities to more than 12,000 students each year. Triton College is accredited by the Higher Learning Commission. Learn more at www.triton.edu.