

Social Media

Program Number: 90-201-2

Certificate

School of Business and Applied Arts

Program offered at Madison campuses.

For information call: (608) 246-6003 or
(800) 322-6282 Ext. 6003

About the Certificate

This certificate is intended for professionals in marketing, Web design and development, graphic design, journalism, visual communications/media design, customer service, and others who want to implement social media more effectively.

There are no prerequisite courses for the three required courses. Students are required to have basic computer skills.

Students need only to complete the curriculum requirements (three required courses and one elective course).

Certificate Application Process

To apply, see: Apply Online (on the Madison College website). [Create an ApplyWeb account](#) and follow the [instructions](#) to complete the [Online Certificate Application](#) before the [application deadline](#). Submit the \$15 non-refundable fee (payable by credit card, debit card or electronic check) with your application. Applicants may submit more than one certificate application per term using the Online Certificate Application; the same fees apply for each additional application.

Unique Requirements for Completion

The certificate will be awarded upon completion of the requirements with a minimum of a 2.0 grade average and no course grade lower than a C. The certificate will be awarded when completion of all requirements is verified after the semester the last course has been completed.

Certificate Courses

10-201-198 Social Media/Web Design Strategies 3 credits

Projects in this course will include online research, case studies and class exercises. This course will give student skills to make good Web design decisions by researching and understanding website architecture, usability, search engine optimization, keywords, link building, web site indexing and web site analysis. Students will analyze websites and develop search engine optimization proposals for real clients and develop an html based email campaign. Students will investigate the use of various social media applications including blogs, Twitter and virtual worlds.

10-104-114 Social Media Campaigns 3 credits

Social media has transformed advertising from a long-term mass medium to a one-to-one communication utilizing almost instant feedback. How businesses are using social media as advertising tools as well as how to create and deploy a social media campaign will be the main focus of this class. Additionally, the history and development of social media platforms such as Facebook, YouTube, Twitter and LinkedIn will be explored, as well as the many ethical and potential legal concerns that have arisen over these new forms of communication. Finally, the concept of viral marketing will be examined and how it allows a social message to explode a message to millions of users in a brief time.

10-104-115 Social Media Campaigns Plus 3 credits

The creation, execution and follow through of real-life Social Media campaigns will be the focus of this advanced class. Students will use current social media tools in conjunction with a real business to research, design, create and implement a multi-media social campaign. Previous knowledge of current social medias, including Twitter, LinkedIn, Facebook, FourSquare and other tools are essential for this class. Students will be expected to work outside of class time on the campaign. Prerequisites: Social Media Campaigns, 10-104-114 and Instructor Consent.

Curriculum

Three Required Courses		Credits	Hrs/week Lec-Lab
10-201-198	Social Media/Web Design Strategies.....	3	3-0
10-104-114	Social Media Campaigns.....	3	3-0
20-801-262	Social Media Writing.....	3	3-0
Total		9	

One Elective

Students must also complete at least one course (minimum 3 credits) in the following electives:

10-104-115	Social Media Campaigns Plus.....	3	3-0
10-104-162	Social Media-Mobile Marketing.....	3	3-0
10-104-163	Social Media Business Ethics.....	3	3-0
10-206-143	Digital Storytelling.....	3	3-3
Total		3	(at least)

10-104-162 Social Media – Mobile Marketing 3 credits
Mobile internet usage continues to explode and it has been predicted that it will overtake desktop internet usage in the next five years. Successful businesses need to understand the current mobile landscape and how to harness the power of mobile marketing to reach key target markets. This survey course will examine how mobile marketing fits into your overall digital and social media strategy. We will investigate geo-marketing, localized marketing, designing for mobile media, mobile websites, mobile advertising, m-commerce and mobile spending, SMS and mobile apps. Students will develop a creative mobile marketing campaign that integrates with a traditional marketing plan.

10-104-163 Social Media Business Ethics 3 credits
The emergence and ever-changing nature of social media has resulted in many situations of personal and professional lives overlapping. This theory and research class will address key legal areas where social media policies can and will impact businesses in ethical and legal ways for both employees and businesses. Students will research past cases, current situations and how they are being addressed, as well as future potential areas of concern. Additionally, students will create documents for businesses that address how rules and policies should be implemented for social media guidelines in the workplace.

10-206-143 Digital Storytelling 3 credits
In this course the student will write and produce a quality digital documentary and post it on the Internet. Curriculum includes: different aspects of social media as it pertains to digital media, script/story writing, video camera handling, in-the-field video techniques, video capturing, digital video editing and audio enhancement, video exporting and appropriate compressions and uploading compressed video to the Internet.

20-801-262 Social Media Writing 3 credits
This course examines the rhetorical and publishing strategies used for innovative new media formats, in particular social media platforms. Students will look at the differences between linear and interactive writing, interactive publishing, and the role of the interactive writer. An emphasis is placed on the skills needed for quality storytelling via social media communication. Students will also learn how social media platforms can be used as researching tools (i.e. crowd sourcing), and they will implement social media research campaigns. Throughout the course, the students writing and research work will be showcased as text, video, and audio stories published on their own Web/Blog sites.

Jobs in Social Media

Advertising	Communications/Public Relations
Journalism	Web/Interactive/Graphic Design
Marketing	Social Networking Media Specialist
Digital Videography	Media Copywriter/Editor
Information Technology	Media Strategist/Planner

More detailed and updated information on this program may be available at: madisoncollege.org. The college reserves the right to make changes in the regulations and courses announced in this publication without notice.

*Madison Area Technical College provides equal opportunity in education and employment.
Rev. 04/12*