

Information and Communications Technology (Social Media Specialist)

Degree Type

Certificate

Contact Information:

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A Social Media Specialist is responsible for creating and administering content on social media platforms, to build an audience, and ensure customer engagement. The Specialist may also monitor site metrics, respond to reader comments, and oversee creative design.

Formal education and real-world experience form a good basis for the planning and implementing of a company's Social Media strategy. This curriculum will enhance student's skill sets and knowledge which will assist in the building and monitoring of social media strategies.

For students wishing to pursue a bachelor's degree at a four-year college or university, please see the Computer Science or Management Information Systems Liberal Arts transfer curriculum plans listed in the Liberal Arts section of this catalog.

Facilities

NDSCS has hardware and networking labs. Each of these labs has current equipment and software. All Information and Communications Technology students are required to purchase laptop computers. These laptops give students adequate computer access to complete projects and assignments given in class.

Instruction

The instructors for this program have formal educational training, industry training and certifications, and work experience in Information Technology. Laboratory time is scheduled into each student's program to enable them to receive individual attention and hands-on computer experience.

NOTE: This program requires either an HP EliteBook or ZBOOK laptop or equivalent. Please refer to the NDSCS website for specifications. For further information, contact the NDSCS ITS Department at 701-671-3333 option 5.

Social Media Specialist Core

Course Code	Title	Credits
BADM 217	Promotion and Advertising	3
BADM 230	Marketing Information Analysis	3
CIS 110	eCommerce Websites	3
CIS 180	HTML and CSS	3
CIS 232	Graphics Design	3
CIS 182	Image Editing Software	3
CIS 183	Social Media Marketing	3
ENGL 110	College Composition I	3
Total Required Credits		24