



# NSCC Guided Pathway

2022-23

## Social Media Marketing (SMC) – Business and Administration Pathway Certificate • Career & Technical Education and Business Division

Recommended Course Selection Sequence	Required	Credits	Course Offered	CPL Option	Completion
BUS100 or ENT100	Introduction to Business Introduction to Entrepreneurship	Ⓡ	3	X	<input type="checkbox"/>
MDA107	Introduction to Digital Media Literacy	Ⓡ	3	X	<input type="checkbox"/>
MKT101	Principles of Marketing	Ⓡ	3	X	<input type="checkbox"/>
MKT204	Advertising & Integrated Marketing Communication	Ⓡ	3	X	<input type="checkbox"/>
MKT210	Social Media Marketing Strategy	Ⓡ	3		<input type="checkbox"/>
MKT218	Digital Marketing	Ⓡ	3	Online only	<input type="checkbox"/>
GRA206 or MDA205	Video for Social Media and Beyond Scripting: Storytelling in a Digital Age	Ⓡ	3		<input type="checkbox"/>

**Total Program Credits: 21**

### Program Notes

- Open admissions
- Graduation requirements may be completed with no required on-campus class meetings

### Campus Information

- Lynn or Danvers campus

### Additional Graduation Requirements

- Cumulative CLGPA at or above 2.0
- Submit your intent to graduate form at: [www.northshore.edu/registrar](http://www.northshore.edu/registrar)

### Advising Notes

- This certificate is designed upon completion to prepare a student for entry level employment in the social media marketing field.
- Courses are listed in the recommended order you should take them.
- Many courses have prerequisite requirements that must be fulfilled to be eligible to enroll in the course.
- Taking classes in the winter intersession and summer can accelerate your time to degree completion.
- All student degree audits for graduation purposes will be based off the official program of study the student is enrolled in.

Ⓡ Required course for degree

X Center for Alternative Studies & Educational Testing (CAS) – Course competencies and prerequisites may be fulfilled through Credit for Prior Learning (CPL). Visit [www.northshore.edu/cas](http://www.northshore.edu/cas) for more information.



**Congratulations NSCC Graduate!**