

ONE YEAR TO CAREER

SOCIAL MEDIA MARKETING

FIND YOUR PATH.



PROGRAM DESCRIPTION

The Ventura College Social Media Marketing Program is designed with the goal of enabling students to develop skills and strategies to integrate social media into the conventional marketing variable mix. Successful completion of the program enhances the students' business skills, builds in-demand expertise for employment, and positions the student to contribute to the success of an existing business or develop a new business.

APPLY NOW:

www.venturacollege.edu/apply-and-enroll/apply-for-admission

REGISTER FOR COURSES:

www.venturacollege.edu/apply-and-enroll/registration



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REQUIRED COURSES FOR CERTIFICATE OF ACHIEVEMENT IN SOCIAL MEDIA MARKETING

SEMESTER 1 UNITS

BUS V30	Introduction to Business	3
BUS V46	Marketing	3
BUS V49	Introduction to Social Media Marketing	3

SEMESTER 2 UNITS

BUS V50	Public Relations	3
BUS V52	Digital Content Marketing	3
BUS ELECTIVE	BUS V38: Small Business Management or BUS V45: Business Communications	3

TOTAL 18

Award Title	Type	GE Units	Major Units
Social Media Marketing	A.S.	42	18
Social Media Marketing	C		18
*At least 60 degree-applicable units are required to earn A.S. Degree			

WORK-BASED EXPERIENCES

Ventura College offers students the opportunity to apply their skills while still in college, gain on-the-job experience, and "try out" a career before graduation through internships or work-based learning experiences.

Courses are \$46 per unit.

Ventura College participates in an array of federal and state financial aid programs including the Ventura College (VC) Promise, grants, loans and work-study. Contact the Financial Aid Office at (805) 289-6369 or vcfinancialaid@vcccd.edu.

The Ventura College Foundation provides additional scholarships and textbook lending support. Contact the Ventura College Foundation at (805) 289-6461 or vcfoundation@vcccd.edu / vcgiving.org for more information.