



NSCC Guided Pathway

2021-22

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 Introduction to Business	Ⓡ	3		X	<input type="checkbox"/>
CMP101 Composition 1	Ⓡ	3		X	<input type="checkbox"/>
SPE102 Speech	Ⓡ	3		X	<input type="checkbox"/>
GRA101 Introduction to Graphic Design	Ⓡ	3			<input type="checkbox"/>
MKT101 Principles of Marketing	Ⓡ	3		X	<input type="checkbox"/>
ENT100 Introduction to Entrepreneurship	Ⓡ	3			<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 Video for Social Media and Beyond	Ⓡ	3			<input type="checkbox"/>
Total Program Credits:		30			

Program Notes

- Open admissions
- All courses can be achieved through day, evening, and online options

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

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 for more information.



Congratulations NSCC Graduate!