

Possible Employment Opportunities*

- Manager / Assistant Manager ◀
- Sales and Marketing Manager / Officer ◀
- Manager / Advertising and Promotion ◀
- Officer
- Marketing and Social Media Manager / ◀
- Coordinator
- Social Media Specialist ◀

*These examples are intended to serve as a general guide. There are many factors that determine what occupation an individual can achieve and NUC University cannot guarantee its graduates a specific job position. Some positions may require licensing or other certifications. We encourage you to research your job requirements and career goals.

BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION WITH MAJOR IN SOCIAL MEDIA MARKETING

The Bachelor's Degree in Business Administration with major in Social Media Marketing prepares students with the knowledge and skills needed to develop social media marketing strategies using digital media, online communities, content creation, and network analytics. It promotes the development of strategies to position a brand on social media, promote ideas, products, or services, and build the image of companies, organizations, or individuals. By developing these skills, students will be prepared to take on strategic positions related to social media marketing at different organizational levels.



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BACHELOR'S DEGREE IN

BUSINESS ADMINISTRATION WITH MAJOR IN SOCIAL MEDIA MARKETING

Program Competencies

- Analyze and interpret the information collected through marketing research and analytics reports to understand digital consumer behavior and thus develop effective social media marketing campaigns.

Design strategic marketing plans aligned with the mission,

- objectives and organizational goals of a company in order to develop a positive image and effective brand positioning.

Critically and creatively apply their professional skills in the development of strategies for the creation of content that

- contribute to achieving the objectives of the company's digital marketing plan.

Employ effective communication skills that are appropriate in the professional marketing context and tempered with

- the communication styles of different social media channels.

Evaluate the legal framework applicable to digital media and integrate ethical principles into social media marketing activities.

- Examine the economic, cultural, social, and political environment surrounding businesses in order to develop social media marketing programs that add value to organizations.

Program Availability

- South Florida

Distribution

- 40 credits - general courses
- 50 credits - core courses
- 27 credits - concentration courses
- 3 credits - elective courses
- 120 credits - total credits

Outstanding Courses

- Introduction to Social Media
- Social Media Marketing Strategies
- Public Relations in Social Media
- Network and Social Media Analytics
- Marketing Campaign for Social Media
- Integrated Marketing Communications
- Consumer behavior
- Content Marketing
- Marketing Research



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