



THE UNIVERSITY
OF THE ARTS
CONTINUING EDUCATION

Immerse yourself in the world of **online content** with the new Social Media Marketing Certificate. This program will provide participants a well-rounded experience featuring **real-world clients**, their challenges, and how to **create strategies** to help build their presence **in the digital world.**



Social Media Marketing Certificate Program

The University of the Arts Continuing Education supports adult learners in reaching new creative and professional heights through courses, workshops and certificate programs.



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OF THE ARTS

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SOCIAL MEDIA MARKETING CERTIFICATE PROGRAM

cs.uarts.edu/socialmedia

Overview

Marketing agencies need staff with both time management and project management skills—the Account side addresses working with clients and producing client creative briefs (the messaging); the Creative side of an agency interprets the brief for campaigns.

The emphasis of this certificate program is on integrating industry standards with professional practices. This program will prepare students for an entry level position in a marketing agency, within a company/brand, or to launch their freelance career. Students complete the program in just three semesters.

Why UArts?

- Classes are designed to support work-life balance—students can work while taking our classes
- An institutional focus on art + design principles infuses the curriculum with a creative approach to marketing solutions
- UArts students stand out from other candidates entering the field because they learn to clearly present their projects and ideas to clients and co-workers
- Cohort structure will introduce you to peers and help begin building your professional network
- High-quality faculty are experts in the field

Students Participate In This Program To:

- Learn the inner workings of a marketing agency, with exposure to both the account + creative sides of the industry
- Build a strong portfolio that includes samples of written and visual communication strategies
- Gain skills in copywriting, project management and analytics

Program Structure

- Participants complete 6 courses in sequence, for a total of 120 contact hours in one year
- All classes in the program meet on Tuesday evenings from 6-9 PM for 5 weeks
- Attend 2 Thursday evening sessions for each class; one session includes a guest speaker (case studies, creative brief, and presentations about agencies and brand experiences) and the other session is dedicated to presenting final projects

Certificate Program Requirements

For application and deadlines visit cs.uarts.edu/socialmedia

- Students must have general computer skills, including comfort working with files in multiple applications and understanding different file types

Certificate Courses

Overview of Social Media Marketing

Spring | 5 weeks | 2.0 credits | Tuition: \$600, Fee: \$40

This course provides practical knowledge to establish objectives and implement strategies for effective use in your organization. Develop an understanding of editorial calendars, social listening, policy and copyright, website optimization, resources management and content development.

Effective Copywriting for Digital Content

Spring | 5 weeks | 2.0 credits | Tuition: \$600, Fee: \$40

Learn the techniques to develop and create copy for marketing emails, websites, online advertising, social media, blogs, and mobile technologies, and start building a portfolio.

Project Management

Summer | 5 weeks | 2.0 credits | Tuition: \$600, Fee: \$40

Examine all aspects of digital agency operation from finding the right clients and negotiating the best price for your services, to contract writing basics and effectively scheduling and managing project workflow.

Visual Creative for Digital Media

Summer | 5 weeks | 2.0 credits | Tuition: \$600, Fee: \$40

This course covers branding, photography, video, simple graphic tools to create graphs, infographics, along with other graphical elements.

Digital Marketing Strategies

Fall | 5 weeks | 2.0 credits | Tuition: \$600, Fee: \$40

Learn how to create effective digital campaign strategies using viral marketing, social media, email and online ads.

Assessing, Analyzing + Monitoring Social Media

Fall | 5 weeks | 2.0 credits | Tuition: \$600, Fee: \$40

Gain a functional understanding of various monitoring and analytic options across a wide variety of platforms, with a focus on applying these to real-world needs. Create a portfolio of monitoring plans and samples during in-class assignments.

Total Credits: 12

Total Tuition + Fees: \$3,840

Matriculation Fee*: \$100

Total Program Cost: \$3,940

** one time payment due upon acceptance into the program.*