

# Certificate in Social Media Marketing

(12 hours)

Certificate programs in the Department of Applied Business Studies require 12 credit hours and are composed of courses specific to an area of study. To obtain a Certificate in Social Media Marketing, students must complete the courses outlined below, and submit the “Intent to Complete a Certificate” form on the right side of the page to the Department of Applied Business Studies.

### Required Courses:

- MKT 301 Marketing Principles
- MKT 609 Strategic Electronic Marketing
- MKT 610 Social Media Marketing
- MKT 611 Social Media Marketing Content and Analytics

*(No grade lower than a “C” is acceptable for the classes taken. All courses applied toward the certificate must be taken for credit, and cannot be counted toward more than one certificate.)*

Upon completion of certificate requirements you should receive your certificate in the mail approximately 2-4 weeks from the date of approval.

## FORT HAYS STATE UNIVERSITY DEPARTMENT OF APPLIED BUSINESS STUDIES

### Intent to Complete a Certificate in Social Media Marketing

Student \_\_\_\_\_  
(Last Name) (First Name) (Middle Name)

Student ID# \_\_\_\_\_ Phone Number \_\_\_\_\_

Major \_\_\_\_\_ E-Mail \_\_\_\_\_

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**List the address the certificate should be mailed to:**

\_\_\_\_\_  
(Street Address) (Apt. #)  
\_\_\_\_\_  
(City) (State) (Zip Code)  
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Please indicate the semester, year, and grade for each of the following classes you completed:

Semester	Year	Grade	
_____	_____	_____	MKT 301 Marketing Principles
_____	_____	_____	MKT 609 Strategic Electronic Marketing
_____	_____	_____	MKT 610 Social Media Marketing
_____	_____	_____	MKT 611 Social Media Marketing Content and Analytics

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Student Signature \_\_\_\_\_

Certificate Approval \_\_\_\_\_  
(Department Chair Signature) (Date)