

ADMINISTRATIVE MANAGEMENT A.A.S. - CONCENTRATION IN SOCIAL MEDIA MANAGEMENT

Cheryl Galipeau, Director

Through the Administrative Management, Social Media Management Concentration, students explore social media platforms and how social media is effectively used to target and attract multiple audiences, build relationships, and promote a presence using new and traditional marketing communications methods. Courses develop skills in producing creative written content for online and print publications, creating and editing images, producing and editing video, and incorporating search engine optimization strategies for user-centered and accessible design in an online environment. Students will use real-time analytics across various social media platforms to understand customer patterns and improve the customer experience and brand's profile by producing and publishing relevant, engaging, and sharable content. Graduates are prepared to evaluate suitability of media content and practices according to expected professional and ethical responsibilities in our global society. An Associate of Applied Science in Administrative Management with a concentration in Social Media Management prepares graduates for careers in product promotion, marketing and communications, and more in a variety of business settings such as product or service related businesses, non-profit, educational, and healthcare organizations.

Academically prepared students entering Autumn semester may complete the program in four semesters. Students entering spring should meet with an advisor prior to selecting courses.

Student Outcomes:

Upon completion of the program, students will:

- Formulate service policies for excellent customer service management
- Apply service-level decisions to develop staff, enhance customer loyalty, and deal with challenges and conflicts while serving both internal and external customers
- Demonstrate the workplace skills of effective communication (oral, written, nonverbal), problem-solving, managing interpersonal relationships and collaborating with teams, thinking critically, and leadership
- Ethically use research and the tools of technology to create and organize business documents efficiently, accurately, and artfully designed
- Design and develop effective online solutions incorporating search engine and social media optimization strategies, attractive user-centered and accessible design for multiple platforms, mobility, and devices relevant to organizational goals and targets
- Plan for career development by creating standard employment documents and honing personal presentation skills
- Understand, appreciate, and recognize opportunities of diverse populations and cultures

- Promote a positive organizational presence through marketing, advertising and relationship building for online and traditional organizational communications and publications
- Create quality digital images using fundamentals of photography, videography and digital editing
- Analyze, monitor and contrast social media categories and sharing platforms appropriate for consumers who actively participate in today's marketing processes
- Identify social objects, paid media, earned media, owned media and curated media
- Create, deliver and calendar engaging and shareable social media content
- Explore advertising media, budget plans, ad campaign designs, and in-house promotion designs, for radio, television, online and print
- Demonstrate ethical behavior by following social media policies, copyright guidelines, and transparency and disclosure practices
- Be enthusiastic, creative and realistic

Related Job Titles:

- Social Media Editor
- Product Promotion
- Marketing Communications Associate
- Social Media Coordinator
- Social Media Community Manager

Further Educational Opportunities:

All credits earned in the program fulfill partial requirements toward a Bachelor of Applied Science (B.A.S.) degree through the University of Montana OR fulfill partial requirements toward general education core in Communication Studies.

Associate of Applied Science - Administrative Management; Social Media Management Concentration

Missoula College

Degree Specific Credits: 63

Required Cumulative GPA: 2.0

Catalog Year: 2017-2018

Note: See Program Director for scope and sequence advising. Please refer to online schedule for online course availability.

Summary

Social Media Management Option Course Requirements	60
Writing Requirement	3
Total Hours	63

AAS, Administrative Management, Social Media Management Option Course Requirements

Rule: All courses required

Note: See Program Director for advising regarding BMKT 291, Special Topics: Social Media Strategies and Management, 3 cr, offered spring.

AMGT 240	Admin Support for the Office	3
AMGT 298	Adm Mgmt Internship	2
BGEN 105S	Introduction to Business	3
BGEN 235	Business Law	3
BMGT 245	Customer Service Management	4
BMKT 114	Psychology of Selling	3
BMKT 225	Marketing	3
BMKT 240	Advertising	3
BMKT 265	Social Media Strat & Mgmt	3
CAPP 120	Introduction to Computers	3
COMX 111A	Intro to Public Speaking	3
COMX 115S	Introduction to Interpersonal Communications	3
COMX 140L	Intro to Visual Rhetoric	3
COMX 250	Intro to Public Relations	3
CSCI 172	Intro to Computer Modeling	3
JRNL 100H	Media History and Literacy	3
JRNL 257	Beginning Visual Journalism	3
M 115	Probability and Linear Mathematics	3
MART 214	Digital Publishing & Design	3
MART 232	Interactive Web II	3
WRIT 101	College Writing I	3
Total Hours		63

Minimum Required Grade: C-