



UNIVERSITY OF  
**TEXAS**  
ARLINGTON

CONTINUING  
EDUCATION

## Social Media Marketing

Businesses and organizations need low-cost yet effective marketing strategies to compete in an increasingly competitive environment. Social media marketing offers a solution by creating a brand, increasing market share, improving sales, gaining new customers, and growing your presence on the web.

UT Arlington's certificate program not only teaches students how to use these tools proficiently, they also learn how to successfully meet client goals whether it is increasing traffic or increasing conversions for various marketing campaigns. Plus, part of the program is a capstone class where students gain practical experience by completing a social media project for a local business, experience they can add to their resume.

### **Benefits of this certificate**

- Develop a brand for your business or organization
- Improve customer service
- Increase lead generation

### **Two Required Courses:**

- Social Media Marketing
- Social Media Marketing Capstone (usually taken near end of program)

### **And completion of four (4) of the below:**

- Pinterest, Google+, and YouTube Marketing (formerly Pinterest, Tumblr, and Meetup Marketing)
- Email Marketing
- Integrated Web Marketing and Google Analytics (formerly Website and Blog Affiliate Marketing and Web Analytics)
- Facebook, Twitter and LinkedIn Marketing
- Crowdfunding - Turn Your Dream Into Reality

Note: In addition to the above required courses, students must enroll in and pay the Certificate

Fee (see below).

**Upon completion of the required courses, electives, and paying the Certificate Fee, students must notify the Continuing Education office. After verifying the student's completion status, a certificate will be mailed to the student's address on record.**