



BUSINESS & COMPUTERS

BUSINESS, COMPUTER SCIENCES AND MATHEMATICS DEPARTMENT



Business: Social Media Marketing

BUSINESS: SOCIAL MEDIA MARKETING

ASSOCIATE OF APPLIED SCIENCE (AAS)

PROGRAM HOURS: 60

The Associate of Applied Science Business: Social Media Marketing program prepares students for careers in digital marketing. This program combines foundational business principles with specialized training in social media strategies, content creation, analytics, and digital advertising. Graduates will be equipped to develop and implement effective social media campaigns, engage with diverse audiences, and analyze performance metrics to optimize marketing efforts. This hands-on program ensures students are job ready for roles such as social media managers, digital marketing specialist, and content creators.

HOW TO GET STARTED

- Complete online application.
- Apply for financial aid (FAFSA), if applicable.
- Complete admission requirements.
- Complete online orientation.
- Schedule an appointment to register for classes.

OFFERED IN

Beaver
Lewisburg
Princeton
Summersville
Online

PROGRAM CONTACT

Brandon Mills
bmills@newriver.edu
304-929-5468

MORE INFORMATION

Advancement & Recruitment
recruitment@newriver.edu
866-349-3739



FINANCIAL AID ELIGIBLE



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