

Social Media Producer

Diploma (D234)

Technical Requirements 31

Total Credits 31

Program Description

Producing visual marketing for an online audience is our focus, as that is where the jobs are. The Social Media Producer diploma is designed to prepare students with entry-level skills creating and managing visual content for online marketing. The curriculum emphasizes lab-based learning with short lectures accentuated by hands-on, practical assignments. Interdisciplinary courses include video and audio production, still photography, graphic design, and a thorough mix of business marketing, all with a focus towards social media distribution. Students will learn to create actual content and manage that content to maximize impressions with clients. They will gain the necessary proficiency to employ social media for strategic purposes.

Program Outcomes

By completing this program, students will achieve the following learning outcomes:

- Combine the skills of a marketing specialist with that of a videographer to produce visual content for social media marketing and communications;
- Apply industry-standard skills in camera operation, sound recording, editing, and design for video applications;
- Recognize basic business and marketing concepts;
- Create corporate messaging to increase clarity;
- Identify what constitutes 'content' for social media;
- Design social media campaigns;
- Produce timely, relevant and eye-catching visual and audio content for online communications;
- Create motion graphic designed to enhance visual communication on all platforms;
- Apply professional lighting techniques for motion pictures;
- Apply professional audio recording techniques for motion pictures;
- Encode video files for distribution to social media and digital recording platforms, and
- Apply safety protocols in video production working environments

Program Course Requirements

BUSN 1166	Business Communications.....	3 cr
BUSN 2116	Social Media Marketing	3 cr
GDES 1146	Video Graphics	3 cr
GDES 2128	After Effects.....	3 cr
VPRO 1110	Video Editing Workflow	3 cr
VPRO 1114	Camera Operations	3 cr
VPRO 1160	Live Sound and Field Recording	3 cr
VPRO 2106*	Social Media Production	4 cr
VPRO 2114*	Online Content	3 cr
VPRO 2116*	Advanced Field Methods.....	3 cr

GRADUATION REQUIREMENT - 31 CREDITS

**Denotes Prerequisites*

Career Opportunities

Video production and business marketing are now one field. The ability for organizations to connect with customers has shifted significantly towards online interaction. Traditional advertising - print, radio and television ads - has become obsolete. Nationally, the social media industry is experiencing explosive growth. Organizations are increasingly turning to web-based video conferencing for corporate communications. Video content has become the de facto form of communication in business. According to Minnesota State CAREERwise, the outlook for editors, producers, directors, graphic designers and social media directors is for high growth between now and 2026. Our focused approach to hands-on learning at Central Lakes College ensures graduates are positioned for successful entry into the industry.

Course Prerequisites

Some courses may require appropriate test scores or completion of basic math, basic English and/or reading courses with a "C" or better. CLC utilizes a multiple measure approach for placement that may include high school MCA, SAT, ACT scores in addition to high school GPAs. For insurance purposes, internships may require that students be 18 years old.

Semester Course Requirements

Semester One (15 credits)

BUSN 1166	Business Communications.....	3 cr
GDES 1146	Video Graphics	3 cr
VPRO 1110	Video Editing Workflow.....	3 cr
VPRO 1114	Camera Operations.....	3 cr
VPRO 1160	Live Sound and Field Recording.....	3 cr

Semester Two (16 credits)

BUSN 2116	Social Media Marketing.....	3 cr
GDES 2128	After Effects.....	3 cr
VPRO 2106*	Social Media Production.....	4 cr
VPRO 2114*	Online Content	3 cr
VPRO 2116*	Advanced Field Methods.....	3 cr

Graduation Requirements

In addition to the program requirements, students must meet the following conditions in order to graduate:

1. College Cumulative GPA Requirement: cumulative grade point average (GPA) of credits attempted and completed at CLC must be at least 2.0;
2. College Technical Core GPA Requirement: cumulative GPA of credits attempted and completed towards the technical core of the diploma or degree must be at least 2.0;
3. Residency Requirement: students must complete 25% of their credits at Central Lakes College.