INTRODUCTION TO SOCIAL MEDIA
ARTICULATION

Pierce County Careers Connection
Dual Credit Articulation Agreement

Upon completion of a full year of high school or equivalent to the following competencies:

-	**Evaluate and select tools to gather and monitor business information and apply strategies to consolidate and manage information streams.**
-	**Create and manage a public online presence using appropriate social media platforms and networks.**
-	**Compare and contrast ethical, legal and copyright issues related to social media content and use.**
-	**Plan and create a social media marketing plan for a small business or non-profit organization.**
-	**Research and evaluate emerging social media technologies and processes and identify appropriate application of social media in contemporary organizational situations.**

A student earning a "C" grade or better may earn college credit at the following college:

College	Course	Credits
Pierce College	BUS 134 CIP Code: 52.0701	5

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