



## Communications- Introduction to Social Media Marketing

2025-2026

This program is designed to provide students with the opportunity to gain skills as a **social media marketer**. This program's primary goal is to prepare job seekers for entry-level or internship roles as marketers. Students who complete this program will have a basic understanding of the broad spectrum of Social Media Marketing principles and some baseline tools to begin a marketing campaign. Students will gain hands-on experience working with several major platforms, including Facebook, YouTube, Instagram, TikTok, and Twitter. Participants will work with each of these platforms, they will develop content, create paid social campaigns, and interpret the analytic data generated by their efforts. Students will work in the marketing tool HubSpot and earn HubSpot certifications in Social Media Marketing and Email Marketing.

### Required courses:

- Job Readiness
- Social Media Marketing Industry Basics

**Certifications:** HubSpot- Social Media Marketing and Email Marketing

**Location:** HCC Main Campus

**When:** September 2025-March 2026

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