



Internet & Social Media Marketing Certificate Agreement

The intent of VSU's *Internet & Social Media Marketing Certificate* Programs is to help you acquire up-to-date skills and professional knowledge in Internet and social media marketing. You have up to 18 months to complete these courses. For online courses, you must pass the final exams with a minimum grade of 75%. Check with the program manager for minimum completion requirements for classes held onsite. Use the *Course Checklist & Certificate Request* form to keep track of your classes. Upon completion of all courses in the program, submit the *Course Checklist & Certificate Request* to VSU Continuing Education in order to receive your program certificate.

Name: _____ SS# Last 4 digits: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Day Phone: _____ Evening/Cell Phone: _____

E-mail Address: _____

The signature of the program participant indicates he or she has read all the information and agrees to the following provisions:

1. The application form above must be completed in its entirety. VSU Continuing Education must be notified of any changes in address, phone number or email.
2. For the *Internet & Social Media Marketing Certificate*, four required courses and a minimum of two elective courses must be successfully completed. This includes 96 hours of required courses and a minimum of 26 hours of elective courses (minimum of 144 hours total). Please see the list of courses on the *Course Checklist & Certificate Request* form below.
3. There is no fee for the certificate program itself; fees are charged for the individual courses taken. These are non-credit hours, and this is not a degree program. Federal financial aid is not available. Other types of student loans (e.g. Sallie Mae Smart Option) may apply.
4. Exceptions, if any, to the course requirement specifications must be approved by the Program Manager, Continuing Education.
5. The time requirement of 18 months for completion may be extended due to extensive illness or other necessary administrative reasons with approval by the Program Manager, Continuing Education.

6. VSU Continuing Education reserves the right to amend our policies regarding the *Internet & Social Media Marketing Certificate Program* at any time and will contact those participants who may be affected by any policy adjustments.
7. A certificate will be given upon successful completion of all courses in the program and submission of the *Course Checklist & Certificate Request* form. Valdosta State University Continuing Education will retain a permanent record of all courses taken.
8. This certificate program is designed to enhance your basic understanding of and proficiency in up-to-date office skills. Valdosta State University Continuing Education does not guarantee employment or job advancement upon completion of this program.

Signed: _____ Date: _____
Participant

Signed: _____ Date: _____
Program Manager, Continuing Education

Office Use Only

Program Beginning Date: _____

Program Completion Date: _____

Date Request for Certificate Received: _____

Minimum requirements met: Yes Date Certificate Issued: _____

No Reason: _____



Course Checklist & Certificate Request

Internet & Social Media Marketing

Required Courses	✓	Contact Hours	Date Started	Date Finished	Grade
Marketing Your Business on the Internet		24 hours			
Using Social Media in Business		24 hours			
Achieving Top Search Engine Positions		24 hours			
Creating Web Pages		24 hours			

Elective Courses (Choose a minimum of 2)*		Contact Hours	Date Started	Date Finished	Grade
Creating WordPress Websites		24 hours			
Intermediate WordPress Websites		24 hours			
Blogging & Podcasting for Beginners		24 hours			
Designing Effective Websites		24 hours			
Write Effective Web Content		24 hours			
Advanced Web Pages		24 hours			
Creating Mobile Apps with HTML5		24 hours			
Introduction to Flash CS6		24 hours			

*Additional elective courses may be added. Some courses may be discontinued.

**Indicates classes that are held onsite at the Regional Center for Continuing Education.

I have successfully completed the required and elective courses for:

Internet & Social Media Marketing Certificate

I hereby request my completion certificate.

Name: _____ Date: _____

Signature: _____