



July 21, 2014

Dr. Ray Perren
President
Lanier Technical College
2990 Landrum Education Drive
Oakwood, GA 30566

Dear Dr. Perren:

Thank you for your letter of April 17, 2014, providing notification that the College will offer the Social Media Marketing Technical Certificate of Credit program, effective August 2014.

The College offers approved programs which are related to the new certificate (for example, Marketing Management Degree, Entrepreneurship Certificate, Marketing Specialist Certificate, and Small Business Marketing Manager Certificate). The new program consists primarily of existing courses. Because the certificate program is not significantly different from approved programs and will not require significant new resources, it is not considered to be a substantive change requiring approval.

We acknowledge the information and will add it to our files.

Best regards,

Belle S. Wheelan, Ph.D.
President

BSW/ABC:efk

cc: Dr. Joanne Tolleson, Vice President of Institutional Effectiveness
and Operations at Forsyth Campus
Dr. Steven M. Sheeley