



*Office of the President*

April 17, 2014

Dr. Belle Wheelan  
Southern Association of Colleges and Schools  
Commission on Colleges  
1866 Southern Lane  
Decatur, GA 30033

Dear Dr. Wheelan:

Please let this letter serve as notification that Lanier Technical College plans to begin offering a technical certificate of credit program for Social Media Marketing in August of 2014 at our Oakwood campus. The 18 credit hour curriculum for this program consists of the following.

**Curriculum:**

- MKTG 1100 Principles of Marketing (3 credits)
- MKTG 1160 Professional Selling (3 credits)
- MKTG 1190 Integrated Marketing Communications (3 credits)
- MKTG 2290 Marketing Practicum/Internship (3 credits)
- MKTG 2500 Exploring Social Media Marketing (3 credits)
- MKTG 2550 Analyzing Social Media Marketing (3 credits)

Of these, all courses except MKTG 2500 and MKTG 2550 are currently offered by the College. Thus, 33% (6/18) of the program is new curriculum. Lanier Tech currently offers a number of related programs.

**Current Programs:**

- Marketing Management Degree
- Marketing Management Diploma
- Entrepreneurship Certificate
- Healthcare Marketing Certificate
- Marketing Specialist Certificate
- Sales Professional Certificate
- Small Business Marketing Manager Certificate
- Visual Merchandising Associate Certificate

Dr. Belle Wheelan

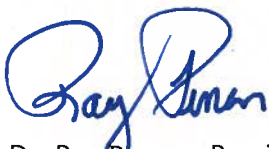
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Because of the number of related programs, we do not believe the proposed program represents a significant departure for Lanier Tech's program offerings. Please send a letter of acknowledgement if you agree with this assessment.

Should you have any questions, please contact our COC liaison, Dr. Joanne Tolleson, at [jtolleso@laniertech.edu](mailto:jtolleso@laniertech.edu) or 770.781.6950.

Sincerely,



Dr. Ray Perren, President  
Lanier Technical College

cc: Dr. Steven Sheeley  
Dr. Joanne Tolleson