SUNY GCC
Genesee Community College

BUSINESS ADMINISTRATION A.A.S.
MARKETING & SOCIAL MEDIA CONCENTRATION
ASSOCIATE IN APPLIED SCIENCE DEGREE

STAY AHEAD OF THE COMMUNICATION CURVE

Social media is now the primary way to engage, analyze and communicate with customers in your hometown or across the globe. Facebook, Twitter, Instagram, LinkedIn, Pinterest and many other social media platforms have changed the way organizations conduct their business - making an integrated, multi-channel social media strategy a "must-have." With social media now the 'voice' of every organization, many dynamic new career opportunities abound!

In GCC's Marketing and Social Media concentration, you will learn how to leverage social media to shape an organization's brand, increase revenue, and build customer loyalty. Social media students immerse themselves in business, advertising, marketing, creative problem solving and web development to acquire the critical skill set for the high-growth online marketing environment. You will study social media policies and analytics, develop creative content as well as multi-channel strategies as part of GCC's Marketing and Social Media concentration.

CAREER OPPORTUNITIES

Given the importance of social media and its heightened role in driving business success today, GCC's Social Marketing and Media Concentration within the Business Administration AAS degree program prepares today's students for critical, sought-after jobs. This new concentration provides students with an unprecedented strategic advantage as they pursue careers in the growing global and online marketplace.

The U.S. Bureau of Labor Statistics reports a 12 percent increase in the demand for social media marketing experts in nearly every industry through the year 2022 including healthcare, politics, retail, entertainment and journalism.

A Business AAS degree with a Marketing and Social Media Concentration will prepare students for in-demand job like:

▶ Public Relations Specialist
▶ Marketing Manager
▶ Multi-Media Journalist
▶ Blogger / Content Developer
▶ Digital Marketing Consultant
▶ Social Media and Content Strategist

▶ Social Media Specialist
▶ Digital Media Coordinator
▶ Online Community Manager
▶ Outreach Coordinator
▶ Social Media Marketing Analyst
▶ Social Media Entrepreneur

For further details on these or other career options, contact GCC's Career Center at 585-345-6888 or online: www.genesee.edu/home/offices/career/

GENESEE COMMUNITY COLLEGE

One College Rd., Batavia, NY 14020 | www.genesee.edu | 1-866-CALL-GCC

CAMPUS CENTERS IN: ALBION, ARCADE, DANSVILLE, LIMA, MEDINA, WARSAW
AND ONLINE

CURRICULUM

FIRST SEMESTER	CREDITS
College Composition (ENG101)	3
Microeconomics (ECO101)	3
Intro to Financial Accounting (ACC101)	3
Principles of Business (BUS101)	3
Principles of Marketing (BUS213)	3

SECOND SEMESTER	CREDITS
Composition (ENG102) or (ENG105)	3
Advertising (BUS203)	3
Introduction to Computers (CIS102) OR Microcomputer Applications (CIS116)	3
Intro to Creative Problem Solving (CPS101)	3
Intro to Managerial Accounting (ACC102)	3

THIRD SEMESTER	CREDITS
Business Law 1 (BUS205)	3
Social Science/HIS Elective	3
Web Publishing (CIS113)	3
New Communication Tech (COM120)	3
Natural Science Elective	3
Health or Physial Education	2

FOURTH SEMESTER	CREDITS
Web Design and Implementation (CIS204)	3
Entrepreneurship (BUS225)	3
ART/HUM/LANG Elective	3
Math Elective	3
Co-Op Education (BUS217)	3

TRANSFER OPPORTUNITIES

GCC has many transfer agreements with 4-year institutions like:

- ▶ Niagara University
- ▶ RIT
- ▶ St. John Fisher College
- ▶ SUNY College at Brockport
- ▶ SUNY University at Buffalo
- ▶ SUNY College at Geneseo
- ▶ SUNY Buffalo State College

Please contact our Transfer Center for more information.
Email: transfer@genesee.edu or call (585) 343-0055 x6456

GCC FACULTY PROFILES

Lauren Paisley
Associate Professor,
Business Faculty
585-343-0055 x6147
lkpaisley@genesee.edu

Lauren Paisley joined the GCC faculty in 2002 after more than15 years as a program and sales manager for Waste Management of Western New York. She earned her Bachelor's degree from D'Youville College and an MBA with a concentration in Marketing from State University of New York at Buffalo. Lauren teaches traditional and online classes at GCC and is also a business trainer for The BEST (Business Employee Skills Training) Center. She was recognized in 2010 with a SUNY Chancellor's Award for Excellence in Scholarship and Creative Activities.

Valerie C. Bello
Assistant Professor,
Communication and Media Arts
585-343-0055 x6286
vcbello@genesee.edu

Since 2008, Valerie C. Bello has been teaching at GCC with previous experience teaching at the University at Buffalo, Medaille College and Villa Maria College. Prior to GCC, she was a full time on-air personality at WEDG-FM and WHTT-FM, and can still be heard on the weekends at 104.1 FM in Buffalo. Valerie is the faculty advisor for WGCC-FM, the campus radio station, does freelance voiceovers and is a social media consultant. She earned her B.S. in Media/Communications at Medaille College, and holds a M.A. of Humanities from UB. She is a 2013 recipient of the SUNY Chancellor's Award for Excellence in Teaching.

FIND OUT MORE

Admission into GCC's Business AAS Social Media Concentration degree program is open to all high school graduates and GED recipients. For additional information contact our faculty directly:

Lauren Paisley
(585) 343-0055 x6147
lkpaisley@genesee.edu

or:

Admissions Office
(585) 345-6800 x6800
admissions@genesee.edu

FACILITIES

GCC proudly provides cutting-edge technologies throughout classrooms and across campus. With over 80 smart classrooms, 11 distance learning labs, 29 computer labs and the state-of-the-art Alfred C. O'Connell Library, Genesee Community College boasts some of the best academic facilities in the country. GCC provides a dynamic Student Support Services division, the Career Center, the Center for Academic Progress and a child care center, in addition to an exciting sports program featuring 11 intercollegiate athletic teams. College Village offers apartment-style student housing adjacent to the Batavia campus.