

SOCIAL MEDIA MARKETING CAREER PATHWAY

Student Checklist



Social Media Marketing Career Pathway – UofL As you get started, you can use this checklist to assist you in completing the MC program requirements to stay on track.

The Metro College Social Media Marketing career pathway is designed with flexible start times, enabling students to begin the program at various points throughout the year.

For questions or support, please reach out to [George Scott](mailto:george.scott.1@louisville.edu) at george.scott.1@louisville.edu

✓	BEFORE YOU START	DUE DATE
	Apply for MC eligible Position at UPS	Apply as early as your schedule permits to allow time to adjust to the night shift before your first term as an MC student. Open positions are not guaranteed. Hire by date for Fall: September 15th Hire by date for Spring: February 28th
	Apply for UofL admissions	Contact Admissions office for final application deadline. admitme@louisville.edu
	Submit and complete the Free Application for Federal Student Aid (FAFSA) every academic year. Use UofL school code 001999 .	File ASAP. Opens Oct 1st prior to Academic Year every year
	Visit Achieve your goals with Metropolitan College! to request a preliminary check of your academic eligibility to utilize MC benefits. Eligibility Requirements UofL MC Students: (Must meet one of the below requirements) Cumulative high school GPA of 3.3 (GED 660).	Enrolling in Fall: Request during summer Enrolling in Spring: Request during Fall

	OR - Cumulative high school GPA of 3.0 (GED 600) AND a 21 ACT (1060 SAT) composite or Superscore. OR 60 earned or transferable college credit hours OR an associate degree. If you have outstanding circumstances for why you do not meet these requirements You can Submit a petition if you do not meet one of the three criteria above. If you don't initially meet the University of Louisville's Metro College requirements, you still have a strong pathway to your degree. You can start with the 2+2 option by enrolling at Jefferson Community and Technical College (JCTC), completing your associate degree, and then transferring to UofL to finish your bachelor's degree	
	Submit the Employment Verification Form to confirm you are working in an eligible position at UPS to utilize MC tuition benefits	Once you have: (1) begun working in an MC-eligible position, (2) enrolled in classes, and, (3) submitted the FAFSA, Please complete Employment Verification
	Complete the online MC orientation STP Module on your MyMC page Login - MyMC. Upon completion, schedule the first available in-person or virtual appointment to sign your first agreement. <i>STP cannot be completed until EV has been approved.</i>	To guarantee tuition deferment sign by the institution's payment due date which can be located here: Paying Your Bill – Office of the Bursar
	UofL Students Register for New Cards Orientation!	Register by March 1st

	Use the Benefits Calculator to see how your Financial Aid and MC Benefits Work together.	After class enrollment and bills have been generated.
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✓	Step One – Initiate Interest	DUE DATE
	Review Social Media Marketing webpage to review: • Program Overview and Requirements • Interest Form • Info Session dates	
	Complete Social Media Marketing Interest Form	○ Fall deadline - September 15th ○ Spring deadline - February 5th
	Recommended majors for Pathway: ▪ Communication (BS) ▪ Marketing (BSBA) ▪ Fine Arts (BFA) - Graphic Design Course recommendations to complete before experiential learning: • To be determined by program	

✓	Step Two- Attend Info Session and One-on-One	Due Date
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	Attend a Social Media Marketing Info Session Virtually	Date for event will be posted to the Social Media Marketing webpage. There will be one session in the spring and one in the fall - https://metro-college.com/career-pathways/social-media-marketing-career-pathway
	Work with a Student Success Counselor to complete/update a resume, online portfolio, and LinkedIn (If applicable) to use for applying to experiential learning opportunities	
	Set up one-on-one with George Scott (G0scot01@louisville.edu) to review resume, online portfolio, and Linked-In Profile (If applicable)	

✓	Step Three – Complete Professional Certificate	Due Date
	Complete: Social Media Marketing Professional Certificate by Hootsuite 4 hours, 4 minutes 5 learning modules - Available to: JCTC students via LinkedIn Learning using a public library card	Certification should be completed by the deadline for each semester. Certification can be taken over the course of the semester. - Spring deadline (March 15th) - Fall deadline (October 15th)
Hootsuite Certification Link: https://www.linkedin.com/learning/paths/social-media-marketing-professional-certificate-by-hootsuite?u=70934012		
	Compile documents to finalize resume and portfolio with the added Hootsuite Social Media Marketing Certificate added to resume and LinkedIn.	- Spring deadline (April 1st) - Fall deadline (November 1st)
	Meet with George Scott to review documents During this meeting we will also look at and apply for internship/experiential learning opportunities for the next semester	- Spring deadline (April 15th) - Fall deadline (November 15th)
	Complete Social Media Marketing Enrollment Form once you have been accepted in a position	Complete once you have been placed at an internship site

✓	Step Four- Check-ins and Enrollment	Due Dates
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	Begin internship or campaign placement	Set by internship site and student
	Meet site supervisor and clarify expectations	Set by internship site and student
	Establish project goals and deliverables	
	Participate in monthly Check-ins with George Scott to update on: ▪ Placement progress ▪ Engagement with content creation and performance metrics ▪ Overall feedback ▪ Dates and times for check-ins will be set by George and the student	Dates and times for monthly check-ins will be scheduled by George and the student

✓	Step Five – Completion of Internship and Professional Document Updates	Due Dates
	Complete Internship/project-based placement	
	Update resume and LinkedIn with internship/experiential learning	
	Meet with Student Success Counselor to review resume with internship/experiential learning experience and compile internship projects into online portfolio ▪ Complete MC Online Career Guide Mentor for resume and LinkedIn review (Optional mock interview)	○ Fall (December 1st) ○ Spring (May 1st)
	Complete Experiential Learning/Internship Exit Survey to review ▪ Learning outcomes ▪ Internship/Experiential learning experience with site ▪ Feedback for two-semester involvement with career pathway	○ Fall (December 1st) ○ Spring (May 1st)