

**Master modern  
marketing with  
social media  
prowess.**

**MBA in Social  
Media Marketing**

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# About Saint Leo University

Founded in 1889, Saint Leo University is a leading U.S. accredited university with a rich legacy of blending history with transformative, value-driven education. Now, Saint Leo is proud to offer 100% online degrees for students in India and Latin America in order to expand access to higher education. We aim to inspire young minds and ignite their individual aspirations. We lead in redefining 21<sup>st</sup>-century education with 25 years of online academic excellence and have a prominent global presence with 15,300 students and 100,000 global alumni from 100+ countries.

Saint Leo University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) and the business degrees by the Accreditation Council for Business Schools and Program (ACBSP). These accreditations serve as a testament to our unwavering commitment to delivering the highest standards of education.

[SACSCOC Status Update](#)



Regional Accreditation by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)



## #14

Best Value Schools in the U.S. (South)

by the U.S. News and World Report, 2021



## #26

Best Regional University in the U.S. (South)

by the U.S. News and World Report, 2021



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# Program Overview

Saint Leo University's online Master of Business Administration (MBA) with a specialization in social media marketing aims to give students the necessary skills to boost their careers in this exciting industry. This program will provide students with the managerial and analytical skills that companies now expect from professionals to help them grow in the digital age.

The curriculum gives students practical experience building social media campaigns and gaining marketing insights to better influence business decisions. Through experiential learning, students become skilled in advanced marketing data analysis tools and frameworks.



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# Why Social Media Marketing?

With the digital era constantly evolving, it has become essential for companies to ramp up their digital strategies, making social media marketers more important than ever. With an MBA in social media marketing, you will be competitive for opportunities in just about every industry, with plenty of opportunities for remote roles in India and beyond.

- The average annual salary for a social media marketing manager in India is ₹4,43,413.\*
- About 230 billion USD was spent on digital ad spend in 2021, so employers have caught on to the need for high-quality digital content advertising.^

\*Glassdoor, Social Media Marketing Manager Salaries in India [viewed online]

^Statistica, Social media advertising and marketing worldwide - statistics & facts [viewed online]



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# Professional Opportunities

Gain the skills to succeed in a domain that is not just trending but transforming. An online MBA in Social Media Marketing from Saint Leo University offers you the opportunity to dive into dynamic campaigns, analyze trends, create digital impact and master brand management. Shape an exciting and rewarding career with job roles like:

Social media manager

Digital marketing specialist

Content marketer

Digital strategist

Community manager

The national average salary for a Content Marketer is ₹6,00,000 in India. - Glassdoor

India's media & entertainment industry is expected to reach \$30.9 Bn by 2024. - Invest India



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# Why Choose Saint Leo University For Online Education?

## History of excellence in online education



Join a pioneer in online education with Saint Leo's 25+ year legacy of providing transformative online education, paired with our 130+ years of academic excellence.

## Access game-changing academic tools



Saint Leo University offers a dynamic learning experience with essential tools for professional and personal success. Gain exclusive access to Grammarly Premium, Microsoft Office 365, tutor.com, and a Zoom Premium Account for a seamless learning journey.

## 24x7 learning with an online library



Dive into a wealth of knowledge with 24x7 access to our expansive virtual library with a wealth of educational resources. Study when you want and transform your learning journey with a treasure trove of sources at your fingertips.

## Same degree value as on-campus



Our online programs and on-campus offerings in Florida have the same value and academic rigor. Our online and on-campus degrees are equally recognized, respected and accepted globally.

## Financial aid and scholarship



Navigate your educational journey with financial ease with the help of our academic advisors who can connect you with Saint Leo's financial support. With 0% financing options and merit scholarships, a U.S. education has never been more accessible.

## AI-powered Career Catalyst



Nail interviews with real-time feedback, craft customized resumes, captivate recruiters with your LinkedIn profile and much more! Maximize your potential for AI-enabled success and secure your dream job with Career Catalyst in partnership with Hiration.

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# Alumni Benefits

After graduation, whether from our online programs or on-campus courses, Saint Leo University alumni enjoy exclusive benefits. Join our online community to unlock a diverse array of privileges designed to enrich your post-graduate journey and keep you connected to the Saint Leo spirit.

## Personalized Career Support

Receive tailored career guidance and support through our dedicated Career Services. Whether you need help crafting a resume, exploring job opportunities, or seeking professional advice, we're just an email or call away, ready to assist you in advancing your career.

## Exclusive Education Discounts through Benefit Hub

Unlock a world of special offers and discounts through the Benefit Hub and the Saint Leo Alumni Association Discount Marketplace. Accessible behind a secure login, these platforms provide exclusive opportunities for our alumni to save on continued education and professional development.

## Sprint Magazine

Immerse yourself in the stories of accomplishment and success within our alumni community through the Sprint magazine. This publication serves as a showcase of the remarkable achievements of our graduates, creating a sense of pride and connection among our extended Saint Leo family.

## Engage in Alumni Events and Giving Days

Enrich your post-graduate experience by participating in engaging alumni events and giving days. These occasions not only provide a chance to reconnect with fellow alumni but also offer opportunities to contribute to the growth and development of our alma mater.

## Connect on Social Media

Join the Saint Leo Alumni Facebook Group to stay connected with the broader community. Share your experiences, network with other alumni, and stay informed about the latest university updates, fostering a sense of belonging and friendship.

## Virtual Alumni Chapter

Stay connected regardless of your location through our virtual alumni chapter. Engage in online discussions, attend virtual events, and leverage networking opportunities to strengthen your professional and personal connections with the extended Saint Leo family.



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# What will you learn?

The program has a curriculum of 12 modules that dive deep into the world of digital and social media marketing to explore the nuances of the digital ecosystem, strategies, and analytics. Accredited by the Accreditation Council for Business Schools & Programs (ACBSP), Saint Leo University's online MBA in social media marketing is guided by experienced faculty who have experience leading marketing teams and advanced degrees in the field. With the help of this program, you will be able to:

- Critique a company's social media and online marketing strategies.
- Design online marketing strategies, including gamification, social media, and web design decisions.
- Select the appropriate web analytics metrics to measure variables critical to a brand's success.
- Identify the appropriate web analytics tools and methods to capture metrics for assessing the effectiveness and efficiency of marketing activities.
- Apply the appropriate traditional marketing research methods to measure variables critical to a brand's success.



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# Explore Career Catalyst

## An AI-based job accelerator platform

We are excited to bring you a treasure trove of AI-powered tools in partnership with Hiration, a pioneer in AI-based innovation. Now you can amplify your potential and secure your dream job with the help of Career Catalyst.

### Career Catalyst will help you:

- **Master mock interviews:** Sharpen your interview skills and receive instant, realtime feedback, allowing you to conquer your next interview with confidence and competence.
- **Tailor-make your resume:** Harness the power of the Job Matcher feature to customize your resume for specific opportunities, ensuring you outshine other qualified candidates.
- **Optimize your LinkedIn profile:** Showcase in-demand skills and experience to craft an irresistible LinkedIn profile that captures the interest of recruiters.
- **Perfect your cover letter:** Ensure your cover letter is exceptional and creates a lasting impression with detailed, actionable feedback on every element.

Immerse yourself in these exceptional, transformative features that empower you to present your best version and enhance your career potential.

Our dedicated team is here to provide step-by-step guidance. Feel free to [reach out](#) with any queries or concerns and find out how we can take your career to the next level.



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# Format

## Online degree program

Our online programs have **six convenient start dates** throughout the year and are divided into eight-week sessions - October, January, March, May, June, and August.

# Eligibility

To be eligible for admission into Saint Leo's online MBA in data analytics program you must meet the following criteria:

- Must not be a resident of the U.S.
- Must be proficient in English
- Must have earned your undergraduate degree from an NAAC accredited university with a letter grade of "A" or above
- Must have received a U.S. equivalent GPA of 3.0 (B) or higher in the last three semesters of your degree



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# Curriculum

Each MBA program at Saint Leo University is comprised of 36 credits (or 12 subjects):

## Business Core (21 credit hours)

**MBA 501 - Management Essentials:** This course focuses on the basics of management by introducing students to business environments in which they focus on the big picture, identify internal and external opportunities for growth, and manage resources. The course will also present students with management techniques to help them stay current and apply creative solutions to problems. Students will be introduced to the programmatic themes of globalization, leadership, teamwork, and ethics.

**MBA 525 - Professional Development:** This course is designed to give MBA students a tangible head start in acquiring and honing numerous core skills essential for success in the MBA program and the business world. The emphasis will be on the development of professional skills and perspectives, such as business writing, coaching and counseling, conflict resolution, effective business protocol, interviewing, intercultural awareness and sensitivity, negotiating agreement, and public speaking.

**MBA 531 - Human Capital for Organizational Performance:** This course is an advanced introduction to the major theories and issues in the study of human behavior in work organizations. This course will provide students with a strategic and analytical approach to complex behavioral problems within organizations. In addition, the design and implementation of management practices for aligning human resource practices and the strategic intent of the organization are also incorporated to give the student a more complex framework for managerial decision making. The course also integrates an overview of commercial law as it affects day-to-day business decisions. Topics include: perception, motivation, leadership, job satisfaction, group dynamics, stress, organizational climate, and communication processes, staffing, employee training and development, compensation and benefits, legal issues, union versus non-union issues, safety and health issues, and cross-cultural and expatriate issues.

**MBA 540 - Managerial Economics:** This course explores the concepts of economic optimization, the estimation of demand, and cost and pricing analysis. An introduction to economic forecasting and decision making under conditions of risk and uncertainty is also included.

**MBA 560 - Financial and Managerial Accounting:** This course focuses on the study of accounting concepts and standards applicable to presentation of financial information to interested users, structure, uses and limitations of financial statements, and measurement systems related to income determination and asset valuation. The course also considers the discussion of internal and external influences on accounting decisions.

**MBA 565 - Marketing:** This course considers the operational and strategic planning issues confronting managers in marketing. Topics include buyer behavior, market segmentation, product selection and development, pricing, distribution, promotion, market research, and international and multicultural marketing.

**MBA 599 - Strategic Management:** This capstone course integrates knowledge gained in previous graduate business courses. It centers on the theme that organizations achieve sustained success when their managers have astute, timely strategic game plans and they implement these plans with proficiency. Strategic management theory is used in the analysis of case studies of companies operating in the domestic and global marketplace. This course is to be taken in the student's last term, unless otherwise approved by the Director of the MBA Program.

## Marketing Specialization Subjects (15 credits):

**MKT 567 - Marketing Research:** Marketing research is the way companies obtain critical information about their customers, competitors, and the environment. This course provides a rigorous experience in the key marketing research methods with the purpose of helping students to ask relevant marketing questions, search for the appropriate methodology, and make effective decisions based on the research output. Techniques of data collection, evaluation of alternative sources of information, methods for analyzing data and being aware of its limitations, and presenting the results are covered.

**MKT 570 - Gamification Applications in Marketing:** The course provides a comprehensive training into gamification, a technique based on insights from games to make marketing exchanges more efficient. The students will learn how to use gamification concepts to increase customer involvement, purchases and loyalty. They will also be able to apply gamification concepts to increase salespeople and employee motivation, performance, and job satisfaction, as well as to increase employee involvement and learning-driven decisions.

**MKT 571 - Digital Storytelling and Crisis Management:** The course focuses on how storytelling using social media can enhance and maintain brand image and support marketing strategies. The course also explores the best techniques using social media communications for reputation and crisis management online.

**MKT 575 - Web Analytics:** The course explains what web analytics is, and provides key instructions on how to design a comprehensive web analytics strategy. It focuses on how to apply analytical techniques correctly, how to assess the effectiveness of social media and multichannel campaigns, how to optimize success by leveraging experimentation, and how to employ the proper tools and tactics for listening to your customers.

**MKT 580 - Social Media Marketing:** This course covers the key techniques and methods on how to design and manage marketing operations online. It focuses on presenting cutting-edge business strategies that generate value by applying and adjusting marketing techniques in the online environment and utilizing social media. Besides traditional social media, the course incorporates web analytic techniques as well as ideas from gamification as key components of the student skill set. The purpose of the course is to prepare the students to design, implement, and assess comprehensive social media marketing strategies in a way that maximizes a company's long-term competitive advantage.

**Total Credit: 36 credits (or 12 subjects)**

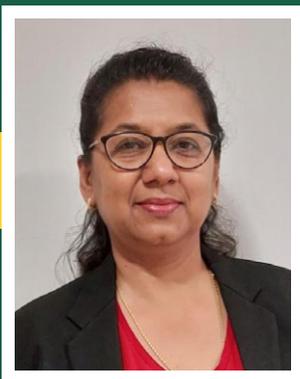
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# Meet your faculty members

At Saint Leo, you'll learn from the best with our faculty who have real-world experience in the topics they teach and a passion for online education. Our Indian faculty ensure you can access a U.S. education without worrying about cultural barriers that may come with studying abroad. Each faculty member is hired according to the same standards as our on-campus faculty members, meaning you'll get the same level of education as you would at our Florida campus.

## Faculty highlight

**Meet one of our talented undergraduate faculty members:**



### **Dr. Waheeda Sunny Thomas, PhD**

Dr. Waheeda Sunny Thomas is an accomplished academic with more than 30 years of teaching and research experience. She is Head of Student Engagement and Deputy Program Director of BBA

Cardiff Metropolitan University at Universal Business School, Mumbai, and at Universal AI University, Mumbai, in addition to her work with Saint Leo. She is a recognized Ph.D. guide in the subject of Economics. Her research interests are foreign trade, the Sustainable Development Goals and the quality of higher education in India. She has published six reference books, two textbooks and more than thirty-five research papers. Dr. Waheeda's involvement extends to her work as a panel member on the NAAC and an advisor at the Empretec India Foundation, an entrepreneurship development wing of the United Nations Conference on Trade and Development.

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## Dr. Richa Kela, PhD

Dr. Richa Kela has completed her Doctorate in Philosophy from the University of Delhi and was awarded a Junior Research Fellowship from the Indian Council of Philosophical Research, New Delhi.

Her topic of Doctoral research was "Euthanasia and the 'question of death: Examining with reference to Katha Upanishad". Dr. Richa has published 7 research papers in national and international journals and presented her work at different universities in India. Her area of interest lies in applied Indian ethics, Indian philosophy and philosophy of religion. She has been a philosophical counselor at Indira Gandhi National Open University and she has localized two courses on Philosophy of Religion for an international university. In addition to teaching at Saint Leo, she works as a faculty member for Shyama Prasad Mukherjee College, Delhi University, Delhi and also working under the research team of Gandhi Smriti and Darshan Bhawan from the Indian Ministry of Culture.



## Dr. Sivaraman Eswaran, PhD

Dr. Sivaraman completed his Ph.D. at Bharathiar University, Coimbatore in 2019. He has qualified National Eligibility Test (NET) and Tamil Nadu State Eligibility Test (TN SET) for Assistant Professor, Computer

Science and Application, conducted by the University Grants Commission and the Government of Tamil Nadu respectively. In addition, he is a CompTIA Security+ certified professional and EC-Council Certified Computer Hacking Forensic Investigator in addition to a Microsoft Certified Professional and EMC Academic Associate. His research interests include cyber security, 5G networks, and cloud computing. In addition to teaching at Saint Leo, Dr. Sivaraman Eswaran is working as a Senior Lecturer of Computing (Cyber Security) with the department of Electrical and Computer Engineering, Curtin University, Sarawak, Malaysia and is the program leader for the Bachelor of Computing in Cyber Security. He received an internal research grant funded by PES University for a research project titled, "Similarity Mapping of Substantial Metadata for Sustainable Cyber Crime Investigation" in September 2020 in addition to several research projects funded by Curtin University Malaysia in collaboration with the University of Nottingham Malaysia and the Swinburne University of Technology Malaysia.

[Learn more about our faculty](#)

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# University Accreditations



# Degree Certificate

## Saint Leo University

Saint Leo Florida



A Catholic University in the Benedictine tradition  
in accordance with the recommendation of the President and Faculty,  
the Board of Trustees of Saint Leo University has conferred upon

**Leo Fritz**  
the degree of  
**Bachelor of Arts**  
Accounting  
*Cum Laude*

with all the rights, honors, and privileges as well as the obligations  
and responsibilities thereunto appertaining  
this first day of June, *anno Domini*, two thousand twenty one.

*Jane Doe*  
Chairman of the Board

*John Doe*  
President

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Email : [students@in.saintleo.edu](mailto:students@in.saintleo.edu)

Contact : +91 989 9087019

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