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Dr. David Haney, President



Centenary University's Social Media Marketing Program

Centenary University has embraced the communication styles of the digital age – and the know-how sought by competitive marketing firms – with the launch of its Social Media Center of Expertise, also known as #theVibe, and a new 16-credit program surrounding social media.

Kathleen Naasz, the dean of the program, said its four courses – Social Media Marketing, Digital Advertising, Digital Analytics and Social Media Strategy and Consulting – are required to earn a bachelor's in Business Administration with a concentration in Social Media Marketing. The four courses also can be applied to any degree as a minor.

Trends in job postings indicate that employers increasingly cite social media knowledge as a required skill for many traditional marketing positions. Centenary is the only college to offer a business degree with a concentration in Social Media Marketing at the bachelor's level in the tri-state area.

"Our graduates will stand out with a degree focused on Social Media Marketing in a job market that is increasingly demanding these skills," Naasz said. "Businesses need high-quality social

media experts and we are going to provide them."

#theVibe is housed in a section of Centenary University's historic Seay Building on the Hackettstown campus. The space has been renovated with exposed brick walls, modular furniture, video monitors on the walls and a bring-your-own-device bar.

Founded in 1867 by the Newark Conference of the United Methodist Church, Centenary University is an independent, coeducational liberal arts and career studies university distinguished by an accomplished faculty, small class size and diverse student body. Centenary is the only baccalaureate and master's degree granting institution in northwestern New Jersey.

Centenary University's main campus is located in Hackettstown, with its equestrian facility a few miles away in Washington Township, Morris County. The Centenary University School of Professional Studies offers degree programs for adults online, at designated corporate sites, and in Parsippany and Edison. The School of International Programs recruits international students for study at Centenary and Centenary students for study abroad. 