

KEISER **UNIVERSITY**

LAKELAND CAMPUS

NEWS RELEASE--*Immediate Release*

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Keiser University Introduces a New Bachelor of Science Degree
The Lakeland and Tampa campuses are now enrolling for Social Media Marketing

Lakeland, FL—June 25, 2013—Keiser University is now enrolling for a Bachelor of Science degree in Social Media Marketing. The mission of the university is to provide career-focused education and prepare graduates for employment as determined by business and industry leaders. The University has close to 80 programs in a variety of disciplines from the Doctoral to Associate degree level.

The Social Media Marketing degree prepares students for careers in the fields of marketing, advertising, communications, technology, and management with a special focus on social media and its applications. Students will also learn to apply social media theory and practice in the workplace, both locally and globally. Compared to other programs nationwide, this degree offering will keep Keiser University on the cutting-edge in preparing students for current and future jobs.

“What makes this new program exciting is that it’s designed meet the emerging demand for strong communicators in a digital age,” said Joe McLeod, Program Director for Social Media Marketing. McLeod holds a master’s degree in communications and has taught public speaking and business communication at the college level. His professional career began in the nonprofit sector working in public relations and special events. He is also the Co-founder the consulting firm, McLeod Communications.

Currently, the Tampa campus of Keiser University is also enrolling students for this program.

About: Keiser University (KU) is a private, not-for-profit university serving nearly 20,000 students pursuing doctoral through associate degrees on 15 campuses and online and employing nearly 3,500 staff and faculty.

Keiser University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award certificates and degrees at the associate, baccalaureate, masters, and doctoral levels. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Keiser University.

Keiser University's educational reach extends globally through its international programs, including the Latin Division, a cooperative agreement in the Eastern European nation of Moldova, and an off-site campus in Shanghai, China.

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