

COMMUNICATION & SOCIAL MEDIA STRATEGY, GRADUATE CERTIFICATE

Program Description

The Communication & Social Media Strategy certificate equips students with the knowledge and skills to excel in the dynamic world of media and communication. Through five specialized online courses, students will learn how to create persuasive and strategic messaging for engaging internal and external audiences and understand communication within organizations. This stand-alone certificate is ideal for careers requiring strategic communication in an interconnected and digital media landscape.

Learning Objectives

1. Create, edit, and repurpose accessible content in multiple media taking into consideration broader social, cultural, and technological issues so students can make ethical, socially just decisions.
2. Craft and implement strategic communication plans that integrate persuasive messaging, public relations tactics, and emerging media trends to engage audiences and support organizational goals.

Admissions Requirements

Students interested in the *Communication & Social Media Strategy* certificate may apply for admission into the certificate program if they have a GPA of 3.0 or higher and if they submit the following:

- Academic transcripts
- Brief essay outlining reason for seeking admission into the certificate program

Students already enrolled in the MA in Communication program or another master's program at Texas A&M University-Corpus are eligible to pursue the *Communication & Social Media Strategy* and should work with the MA in Communication Program Coordinator or their advisor.

Program Requirements

| Code | Title | Hours |
|-------------------------|---|-----------|
| Required Courses | | |
| COMM 5304 | Media Critique & Creative Communication | 3 |
| COMM 5307 | Communication and Organizations | 3 |
| COMM 5311 | Persuasive Communication | 3 |
| COMM 5340 | Public Relations Strategies | 3 |
| COMM 5346 | Emerging Trends in Media | 3 |
| Total Hours | | 15 |