SOCIAL MEDIA, CERTIFICATE

Program Description

The Social Media Certificate is an interdisciplinary program available to professionals and students in all majors and disciplines. Whether a component of other duties or whether the term appears in one's job title, social media has become ubiquitous and important to the missions of commercial, non-profit, community, and other kinds of organizations. This certificate aims to prepare professionals to be effective creators and managers of social content who are able to work with people, technologies, media, and analytics to engage stakeholders, achieve business and strategic communication goals and objectives, and effectively manage crisis situations.

The Social Media Certificate can be completed fully online.

Learning Outcomes

Upon completion of this certificate, students will:

- Create, edit, and repurpose accessible content in multiple media taking into consideration broader social, cultural, and technological issues so they can make ethical, socially just decisions.
- Use software to engage in social listening, content scheduling and performance measurement while adapting to needs and preferences.
- Use social media to create relationships with stakeholders, promote products and services, and respond during crisis situations.

Program Requirements

Code	Title	Hours
Required Courses		
COMM 4326	Social Media Content and Measurement	3
ENGL 4328	Writing for Social Media	3
Electives:		
Select 6 hours from the following:		6
COMM 3331	Public Relations Writing and Design	
COMM 4335	Crisis Communication	
ENGL 3379	Writing for the Web	
ENGL 4300	Technologies and Cultures of the Book	
MEDA 3380	New Media and Communication	
Total Hours		**12**

Course Sequencing

Students should take the courses in the following sequence to complete them in the most timely manner:

If completing the certificate in 1-2 years:

Course	Title	Hours
First Year		
Fall		
COMM 4326	Social Media Content and Measurement	3
COMM 4335 or ENGL 3379	Crisis Communication or Writing for the Web	3
	Hours	**6**
Spring		
ENGL 4328	Writing for Social Media	3

COMM 3331 or MEDA 3380 or ENGL 4300	Public Relations Writing and Design or New Media and Communication or Technologies and Cultures of the Book	3
	Hours	**6**
	Total Hours	**12**