

Social Media Certificate

Social Media Certificate Requirements

18-22 credits

Code	Title	Hours
Required Courses:		
MDIA 1130	Introduction to Media Writing	3
MDIA 1550	Introduction to Media Tools	3
MDIA 2010	Media and Pop Culture (SS, GC)	3
MDIA 3550	Intermediate Media Tools	3
MDIA 3450	Social Media Campaigns	3
MDIA 3480	Social Media Production	3

Completion Requirements:

1. Grade C- or higher in each Discipline Core Requirement and Discipline Elective Requirement course.
2. GPA 2.5 or higher Discipline Core Requirement and Discipline Elective Requirement courses.

Social Media Certificate Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Conduct research to analyze the audience and fit social media content to audience member needs.
2. Use social media theoretical perspectives to produce messages that persuade, inform, or demonstrate.