

CERTIFICATE IN DIGITAL MEDIA INFLUENCE

This program is tailored to equip students with the skills necessary to navigate and shape the ever-evolving digital landscape. Through a blend of theory and hands-on experience, students will explore key concepts such as social media strategy, content creation, video production, analytics, and the legal considerations of digital influence. By the end of the program, participants will possess the expertise to craft compelling digital narratives, engage audiences effectively, and drive impactful online campaigns.

Students will work on their personal brand, collaborate with peers, and receive guidance from experienced professionals in the field. Whether you're aiming to enhance your online image, launch a career in the creator economy, or simply broaden your knowledge of digital media, this certificate program offers a robust foundation and invaluable insights into the power of online influence.

COURSE	TITLE	S.H.
CMST 2630	Social Media Literacy	3
MCOM 3711	Social Media Content Creation	3
CMST 3790	Personal Brand Communication	3
JOUR 4824	Communication Law	3
CMST 5860	Persuasion and New Media	3