

CERTIFICATE IN SOCIAL MEDIA STRATEGY

The Certificate in Social Media Strategy is for students who want to manage social media platforms. The courses focus on the strategies and analytical tools necessary to build, execute and evaluate media campaigns for diverse brands and organizations. Students will take courses that prepare them to respond strategically to crisis situations, manage brand reputations and engage with communities.

COURSE	TITLE	S.H.
CMST 1545	Communication Foundations	3
CMST 2600	Communication Theory	3
CMST 2630	Social Media Literacy	3
CMST 3740	Social Media Communication Strategy and Tactics	3
CMST 4850	Social Media Campaigns	3
CMST 4851	Communication Futures: Emerging Technologies and Trends	3
Total Semester Hours		18