

SOCIAL MEDIA COMMUNICATION CERTIFICATE

Code	Title	Hours
COMM 2500	Introduction to Social Media	3
COMM 3500	Social Media Strategies	3
COMM 3800	Social Media Campaigns	3

- Social media professionals manage social media strategy for organizations. In this certificate program, students will learn how to:
- PLO 1: Demonstrate proficiency in social media feed management.
- PLO 2: Apply social media analytics when monitoring public image.
- PLO 3: Conduct market research analysis via social media.
- PLO 4: Design social media campaigns.
- PLO 5: Develop content for specific social feeds.
- PLO 6: Author press releases to be shared on social media.