

# STRATEGIC SOCIAL MEDIA, CERTIFICATE

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The Strategic Social Media Certificate is designed for professionals who would like to further develop their social media analytic skills with an emphasis on strategies for content creation, supporting platforms, and tools needed to achieve communication goals in the changing societal context.

## Requirements

Code	Title	Hours
COMM:516	Social Media Content Creation	3
or COMM:517	Social Media Platforms	
COMM:540	Strategic Social Media	3
COMM:542	Social Media Metrics and Analytics	3