

PROFESSIONAL SOCIAL MEDIA, CERTIFICATE

Certificate in Professional Social Media (C60108C)

The Professional Social Media Certificate is open to students of any major, as well as professionals. It serves as formal training and evidence of your preparation in the subject.

You will learn to generate content, use analytics to measure success, and create a complete social media campaign for a real client as your final project for the course, Advanced Strategic Social Media, giving you a hands-on experiential learning opportunity.

“The number of jobs that request or require skills and knowledge in social media is continuously growing, yet there are still very few educational credentials available to help students demonstrate a mastery of this expertise that organizations need. This certificate is a concrete way for current students and professionals already in the field to obtain formal training in social media, as well as gain evidence of their preparation.”

Julie Cajigas, Associate Professor of Practice in the School of Communication

Program Contact

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The following information has official approval of **The School of Communication** and **The Buchtel College of Arts & Sciences**, but is intended only as a guide. Completion of this certificate is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.

The following courses constitute a “Certificate in Professional Social Media” and must be completed with a minimum grade point average of 2.0 overall for the certificate to be noted on the student’s record.

Summary

Code	Title	Hours
Required Courses		12
Total Hours		12

Required Courses

Code	Title	Hours
COMM 307	Principles of Social Media	3
COMM 210	Multiplatform Production	3
COMM 429	Advanced Strategic Social Media	3
COMM 410	Digital Content Creation	3
Total Hours		12