

SOCIAL MEDIA - CERTIFICATE

The Department of Communication and Journalism's certificate in Social Media is designed to prepare Communication, Journalism and Telecommunication Media Studies majors for roles in the social media-literate workforce.

Social media was once a platform primarily used for entertainment and leisure activities. As commercial, non-profit, political, religious, and social entities began utilizing social media for profit and influence, digital natives were employed to manage these platforms. Today, social media is ubiquitous, with people from all walks of life using it. These commercial and social entities now hire well-qualified social media users to handle various aspects of social media production, curation, management, influence, response, and analytics. Social media entrepreneurship is at the forefront of many forms of commerce.

Program Requirements

Code	Title	Semester Credit Hours
COMM 275/ JOUR 275	Introduction to Social Media	3
COMM 476	Advanced Social Media	3
Select three of the following:		9
COMM 230/ JOUR 230	Communication Technology Skills	
COMM 250/ JOUR 250	New Media and the Independent Voice	
COMM 260	Introduction to Communication and Sports	
COMM 307/ JOUR 301	Communication Law and Policy	
COMM 323	Strategic Communication	
COMM 330	Technology and Human Communication	
COMM 375	Media Audiences	
COMM 403	Media, Children and Adolescents	
COMM 407/ WGST 407	Gender, Race and Media	
COMM 438	Propaganda	
Total Semester Credit Hours		15

Students must earn a B or better in courses applied to this certificate.