

SOCIAL MEDIA STRATEGIST CERTIFICATE

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In today's digital landscape, social media plays a pivotal role in marketing, community outreach and audience engagement across almost all industries. This certificate will prepare students with the essential skills required for success in the digital age and ensure they are well-prepared to thrive in professions where social media proficiency is in high demand.

By earning the Social Media Strategist Undergraduate Certificate, students will build expertise across key responsibilities of social media professionals, including content creation, community management, analytics, digital marketing and strategic planning.

Throughout the 9-credit program, students will create compelling and engaging content suitable for various social media platforms by integrating text, photos, video and graphics. Students will also explore strategies to manage online communities, engage with followers and handle feedback or comments.

In addition to hands-on platform management, courses will introduce students to key performance and engagement metrics, enabling them to make data-driven decisions that will be beneficial for internships and jobs across the private and public sectors.

Social Media Strategist Certificate Curriculum

Students pursuing this certificate take a total of three courses (9 credits) as outlined below.

| Code | Title | Credits |
|------------------------------|--|----------|
| Required courses are: | | |
| COM 215 | Social Media and Society ¹ | 3 |
| ADPR 320 | Strategies for Social Media ² | 3 |
| ADPR 410 | Branding Strategies | 3 |
| Total Credits | | 9 |

¹ In COM 215, students will earn the Hubspot Social Marketing certificate and get listed in the Hootsuite Certified Professionals & Social Media Consultants database. Students will also work toward the Google Generative AI Certificate.

² In ADPR 320, students will work on the Stukent Simternship, a social media internship and social media marketing simulation. After completing all 12 rounds of simulation, students receive a certificate of completion which can be added to their resume or LinkedIn profiles.