SOCIAL MEDIA MANAGEMENT (CERTIFICATE)

Catalog Effective Term: Fall 2024
Program Code: CTSMM
Credential: Certificate

The Social Media Management certificate program provides an immersive and focused curriculum aimed at preparing issues for a dynamic and rapidly evolving digital landscape. In this comprehensive program, students delve into the strategic and tactical aspects of social media management, gaining essential skills required to excel in the realm of online communication, branding, and marketing.

Minimum Credits Required for the Program: 9

Course	Title	Credits
Major/Area Requirements		
BMG 202	Social Media Storytelling	3
BMG 203	Social Media Management	3
BMG 204	Social Media Analytics	3
	Credits	**9**
	Total Credits	**9**