

Social Media Certificate

Communication and Theatre Arts

Required Number of Hours: 12

Description of certificate:

Social media continues to be one of the largest and fastest-growing areas in the media landscape. The World Economic Forum predicts that social media specialists and industries related to the area will continue to be in high demand for the foreseeable future.

In this certificate program, students will learn the many tools of the social media ecosystem, understand the basics of quantitative website analysis, develop critical thinking skills, and have the opportunity to work hands-on with social media campaigns. Classes in this program cover the technical skills required for running social media campaigns, analyzing relevant demographics, and marketing fundamentals.

Choose one of the following

COM 1343	Media Writing/Practicum	3 hrs
IMD 1143	Tech Skills for Media	3 hrs

Must Take

COM 3033	Digital Media Strategies	3 hrs
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Choose one of the following

COM 3213	Introduction to Streaming	3hrs
ART 3803	Interactive Design	3hrs

Choose one of the following

IMD 3113	Intermediate Innovative	3hrs
IMD 4033	Digital publishing	3hrs
COM 4303	Digital Journalism	3hrs
MKT 4183	Digital Marketing*	3hrs

Total hours for completion of certificate: 12

Student Learning Outcomes:

Students completing this certificate will be able to

- **Written Communication Skills**
 - Produce writing that demonstrates proficiency in standard edited American English to make reasoned, well-organized arguments that are accurately documented.
 - Provide well-written, prompt, and accurate copy-editing for multimedia projects and social media campaigns.
- **Technology**
 - Effectively use technology to research and understand different social media platforms/brands.
 - Understand the variety of social media and other digital tools for managing a campaign effectively.
 - Follow emerging social media trends and digital media guidelines to create multimedia campaigns.
- **Quantitative Reasoning Skills**
 - Use data and statistics effectively to support and defend arguments and/or statements.
 - Compile and display demographic and social media statistics.
 - Understand the basics of quantitative research tools involved in marketing and other aspects of social media.
- **Qualitative Skills**
 - Be able to write, review, and conduct interviews with potential customers/research interests.
- **Complexity and Diversity**
 - Understand the variety of audiences and stakeholders in different digital communities.
 - Be able to conduct oneself in an open, self-aware, professional manner on social media as well as in a work environment.

Contact Information:

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