

Bachelor's Degree in _____
From _____

Certificate in Social Media

2021-2022

Student's Name: _____

Entrance Date: _____

SOCIAL MEDIA REQUIREMENTS **12**

_____	PRAD	513	Social Media	3
_____	PRAD	522	Social Media Crisis& Strategic	3
_____	PRAD	564	Social Media Analytics & SEO	3
_____	PRAD	573	Social Media Campaigns	3

Program Objectives

1. Apply social media best practices to the creation of social media content across platforms to serve various client needs.
2. Demonstrate the ability to engage and grow audiences effectively through social media
3. Develop crisis management strategies for social media clients
4. Analyze social media messages and analytics and make recommendations based on data
5. Create social media advertising and public relations campaigns