

**Social Media  
(SMD)**  
Graduate Certificate Program

*Semester 1*

*Semester 2*

**Fall**

**Winter**

**SMD101 - 4 hours**  
Social Media  
Strategies

**SMD201 - 3 hours**  
Internet Writing and  
Content Dev.  
Strategies

**SMD102 - 4 hours**  
Social Media  
Engagement in  
Private and Public  
Sectors

**SMD202 - 3 hours**  
Internet Market  
Research

**SMD103 - 3 hours**  
Search Engine  
Strategies

**SMD203 - 4 hours**  
Web Mining and  
Analytics

**SMD104 - 4 hours**  
Technical Skills for  
Social Media

**SMD204 - 3 hours**  
Influence-Based  
Marketing

**SMD105 - 4 hours**  
Visual  
Communications

**SMD300 - 6 hours**  
Social Media  
Capstone

**FPL299**  
Field Placement