

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

Semester 1

Semester 2

Fall

Winter

SMD101 - 2 hrs
**Social Media
Strategies**

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

SMD103 - 3 hrs
**Search Engine
Strategies**

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

SMD105 - 2 hrs
Visual Communications

SMD201 - 3 hrs
**Internet Writing and
Content Dev. Strategies**
*Pre-req. successfull
completion of semester 1*

SMD202 - 3 hrs
Internet Market Research
*Pre-req. successfull
completion of semester 1*

SMD203 - 4 hrs
Web Mining and Analytics
*Pre-req. successfull
completion of semester 1*

SMD204 - 3 hrs
Influence-Based Marketing
*Pre-req. successfull
completion of semester 1*

SMD300 - 6 hrs
Social Media Capstone
*Pre-req. successfull
completion of semester 1*

FPL299
Field Placement
*Pre-req. successfull
completion of semester 1*