

SOCIAL MEDIA MANAGEMENT MICROCREDENTIAL

The Social Media Management microcredential is a 9-semester hour program that provides individuals with the skills and knowledge necessary for managing social media.

Individuals who complete the microcredential may apply the coursework toward any major or minor that includes these courses.

Requirements for the microcredential in Social Media Management are:

Course	Title	Credits
COM 345	Social Media Strategy	3
EH 331	Writing for Social Media (WI)	3
Select three hours from the following:		3
ART 233	Design I	
ART 341	Digital Literacy for Artists/Designers	
ART 368	Introduction to Photography	
COM 412	Digital Media Analytics	
Total Hours		9