



Social Media Management Certificate

SCHEDULE OF CLASSES 2021

REQUIRED COURSES			"x" or CRN indicates course is scheduled to be offered					
			Fall Term 1	Fall Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
STCM	3133	Interactive Advertising			X			X
STCM	4333	Social Media Measurement		X			X	
STCM	4213	Social Media in Strategic Communication	X			X		
STCM	4753	Strategic Communications Case Studies	X		X			

WEBCAM MAY BE REQUIRED FOR SOME COURSES SEE SYLLABUS FOR INFORMATION