

## 2024-25 ACADEMIC PROGRAMS

### SOCIAL MEDIA MANAGEMENT (CTSMM)

#### Certificate

##### Description

The Social Media Management certificate program provides an immersive and focused curriculum aimed at preparing issues for a dynamic and rapidly evolving digital landscape. In this comprehensive program, students delve into the strategic and tactical aspects of social media management, gaining essential skills required to excel in the realm of online communication, branding, and marketing.

##### Course Requirements

##### Major/Area Requirements

Class	Title	Minimum Credits
BMG 202	Social Media Storytelling	3
BMG 203	Social Media Management	3
BMG 204	Social Media Analytics	3
Total		9

##### Total Credits Required: 9

Accurate as of 05/03/2024 Information is subject to change without notice.