



Internal Certificate 2013-2014

**Graphic Technologies
Online (Elkhorn & Racine Campuses)**

**SOCIAL MEDIA
CERTIFICATE
(90-204-3)**

15 Credits

This certificate is intended for design, visual communications, media professionals, and others who want to implement social media effectively. Course content is delivered via online learning exclusively. There are no prerequisite skills. Students must have the knowledge, skill, and ability to participate in online learning.

REQUIRED COURSES

<u>Course Number</u>	<u>Course Title</u>	<u>Credits</u>
204-136	Digital Media Analysis and Design	3
204-137	Digital Media Development and Application	3
204-138	Social Media Campaigns	3
204-139	Multimedia Strategies for Social Media	3
699-101	Writing for Digital Media	<u>+ 3</u>
		15

NOTE: Students must complete a certificate program with a minimum of a 2.0 Program GPA.
NOTE: Prerequisites can be waived with departmental approval.