

Social Media Management

Certificate

18 Credit Hours

This program is offered by the School of Communications/ Communications and Journalism Department and is available at the St. Louis main campus and online via asynchronous modality.

For information on the general requirements for a certificate, see Certificate under the Academic Policies and Information section of this catalog.

The certificate enables students from all backgrounds to acquire skills necessary to effectively manage social media communication for a brand, organization, or entity. It is designed for students who are interested in enhancing their communication skills across established social media channels including Facebook, YouTube, Instagram, TikTok, WhatsApp and emerging platforms. Students will explore the strategy, analysis, engagement, and innovation across social media platforms. Coursework will include defining and building effective objectives and strategies, hands-on practice with simulations, case studies and review of best practices and emerging concepts. This certificate will benefit both students with experience as well as students with no previous exposure to social media management. Proficiencies gained in this program will prepare students to manage social media networks for a company or organization.

Learning Outcomes

Successful recipients of the certificate program will be able to:

- Understand the practical application and practice of the most popular social media channels.
- Develop objectives and strategies in alignment with audience goals across various channels.
- Analyze data analytics that drive interest, engagement and conversion.
- Navigate analytic dashboards and identify predictive insights with audiences.
- Design, create and test content options to build audience engagement.

Required Courses

The total 18 credit hours as outlined below:

- MDST 1050 Media Writing (3 hours)
- MDST 3100 Social Media Strategies and Tactics (3 hours)
- ADVT 1940 Introduction to Marketing Communications (3 hours)
- ADVT 3600 Social Media Content and Development (3 hours)
- ADVT 3700 Digital Media Analytics (3 hours)
- INTM 2200 Visual Design for Interactive Media (3 hours)