Certificate in Social Media Entrepreneurship and Innovation

Requirements (24 units)

Offered online through the College of Extended Learning

Certificates may be earned by regularly matriculated or extended learning students and denote successful completion of a prescribed program of study designed to:

1. impart specified professional/vocational/career competencies; or
2. produce mastery of the content of a sub-field of an academic major (discipline); or
3. provide exposure to the range of materials in a traditional or emerging interdisciplinary field.

Certain certificate programs contain 6000-level courses as requirements and/or electives. These 6000-level courses may not be taken by undergraduate students. Candidates must receive two-thirds of their certificate-applicable credit from the university. The transferring of credit or the substitution of courses may occur only after application to the appropriate campus authority.

Certificate Requirements (18 units)

COMM 3305	Digital Media and Society	3
COMM 5302	Communication Law and Policy	3
COMM 5311	Fundamentals of Social Media Management	3
COMM 5312	Political Economy of Social Media Communication	3
COMM 5313	Audience Analysis in Social Media	3
COMM 5314	Social Media for Social Good	3
Total Units		**18**