

**2026-2027 Certificate in Mass Communication
(Social Media Marketing)
5130
(21 Credit Hours)**

Required Courses (15 Credit Hours)

MCOM3053	Social Media Management
MCOM4043	Digital Promotions
MCOM4013	Crisis Communication
MCOM4983	Strategic Social Media
MCOM4223	Social Media Art Photography

Required Elective Courses (6 Credit Hours)

Select two from the following

MCOM 2881-4	Special Studies in Mass Communication
MCOM 3343	Imaging for Media
MCOM3823	Advertising
MCOM3893	Public Relations
MCOM 4711-3	Professional Internship
MCOM 4981-4	Seminar in Mass Communication

Minimum Total Hours 21