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

Required Courses (15 Credit Hours)

MCOM 3053 Social Media Management
MCOM 4043 Digital Promotions
MCOM 4013 Crisis Communication
MCOM 4983 Strategic Social Media
MCOM 4223 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
MCOM 3823 Advertising
MCOM 3893 Public Relations
MCOM 4711-3 Professional Internship
MCOM 4981-4 Seminar in Mass Communication

Minimum Total Hours 21