

# Social Media Certificate Program Information Sheet

Program Code: CTSOME



The **Scripps College of Communication Social Media Certificate** program is offered through the **School of Media Arts and Studies**. Students complete **three core courses** and **three electives** in schools across the college

## Program Overview

**Effective citizenship** and **career pursuits** require **social media competencies** in new modes of information exchange, idea production and personal connection. **The Social Media Certificate (SMC) program** will explore such topics as: information sharing, entertainment values, organizational behavior, marketing practices, geopolitics, social networking.

## Admission Information

Students are eligible for entry with a **3.0 GPA**, must **maintain a 3.0 GPA** overall, and must complete an **18 credit-hour minimum**. Students are required to earn a **C or above in MDIA 2113: Social Media Introduction and MDIA 4120: Social Media Capstone**.

## Required Courses

Complete the following courses:

- [COMS 3200 - Communication and New Technology](#) *Credit Hours: 3*
- [MDIA 2113 - Social Media Introduction](#) *Credit Hours: 3*
- [MDIA 4120 - Advanced Social Media](#) *Credit Hours: 3*

## Opportunities Upon Graduation

Almost all new graduates will use social media at work. Organizations are adapting traditional roles to encompass social media responsibilities. Teachers connect with classes for work on social media platforms, professionals in arts organizations connect with their audiences through an array of social media, and health professionals use these tools to exchange information. Marketers rely daily on social media. Across disciplines, social networking skills can lead job seekers to resources and relationship prospects that aid job candidacy through such paths as LinkedIn and Instagram.

## Elective Courses

Complete at least **9 hours** from the following:

- [COMS 3250 - Communication Technology and Organizing](#) *Credit Hours: 3*
- [ITS 4310 - Privacy in the InternetAge](#) *Credit Hours: 3*
- [JOUR 2500 - Introduction to Advertising and Public Relations](#) *Credit Hours: 3*
- [JOUR 4530 - Strategic Social Media](#) *Credit Hours: 3*
- [MDIA 3122 - Content Curation](#) *Credit Hours: 3*

- [MDIA 3705 - Writing and Producing the Non-Fiction Podcast Series](#) *Credit Hours: 3*
- [MDIA 3912 - Social Media Practicum](#) *Credit Hours: 1* (Three practicums = 1 elective)
- [MDIA 4011 - Media and the Digital Divide](#) *Credit Hours: 3*
- [MDIA 4122 - SocialMedia Industries](#) *Credit Hours: 3*
- [MDIA 4130 - Social MediaAnalytics](#) *Credit Hours: 3*
- [MDIA 4176 - Technology, Communication, and Culture](#) *Credit Hours: 3*

**Note:** Special Topics courses are offered occasionally as electives, such as Social Media and Politics.

# Contact Details



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School of Media Arts and Studies



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## Double-dipping

- Courses in the Social Media Certificate potentially "double dip"—satisfy a maximum of two DARS requirements. Planning is essential. Not planning costs time and money.
- Outside MDIA: Consult your major advisor on how other SMC courses "double dip" for you.

## Insider Information

- Social Media classes fill quickly. Register as soon as your time arrives.
- JOUR 4530: Strategic Social Media requires that Journalism majors have two pre-requisites. Students who are in the Social Media Certificate program need permission from Dr. Jain for JOUR 4530 because the second catalog pre-req is not required for SMC students. Like other classes in the program, JOUR 4530 fills quickly, so stay on the ball.
- COMS 3200: Communication and New Technology has set-aside seats for graduating seniors only. If the class is full when you are trying to register as a graduating senior, get waitlisted and contact the instructor immediately with through the online permission system.
- Visual Communication students may count VICO 3111: Infographics as an elective. Non- majors do not have access to this course.
- Most SMC classes are in the classroom. Some are online. MDIA Summer classes are online.

**Please Note:** Students are required to attend all announced Social Media Certificate check-ins. These meetings generally last an hour and cover progress toward graduation, DARS changes, program news, and other topics.



**Social Media Certificate Program**

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