



Make your résumé stand out. Gain professional skills and digital literacy with the Social Media Certificate (SMC), housed in the School of Media Arts & Studies.

## Entrance requirements

1. Cumulative 2.8 GPA or higher
2. Declared major (OU doesn't allow Pre-BSS or Undecided)
3. No active case or past negative outcome at Community Standards

## Completion requirements & continuing eligibility

1. 18 hours of coursework—6 classes
2. Maintain cumulative 2.8 GPA and 2.8 certificate program GPA
3. Minimum of C in both MDIA 2113 and MDIA 4120
4. Yearly Spring check-in

## Program summary

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

| Social Media Certificate Courses  |                                  |   |
|---|----------------------------------|---|
| <b>Core Courses: Take all 3</b>   |                                  |   |
| <b>MDIA 2113</b>  | Introduction to Social Media     | Fall, Spring Summer; Tier II; pre-req for several classes   |
| <b>COMS 3200</b>  | Communication and New Technology | Fall, Spring Summer   |
| <b>MDIA 4120</b>  | Advanced Social Media            | Fall, Spring Summer; capstone; Senior status  |
| <b>Electives: Choose any 3</b>  |                                  |   |
| <b>MDIA 3122</b>  | Content Curation                 | Fall in odd years   |
| <b>MDIA 4011</b>  | Media and the Digital Divide     | Summer I online; Tier III   |
| <b>MDIA 4122*</b>   | Social Media Industries          | Occasional  |
| <b>MDIA 4123*</b>   | Hashtag Politics                 | Fall in even years  |
| <b>MDIA 4124*</b>   | International Social Media       | Tier III  |
| <b>MDIA 4130</b>  | Social Media Analytics           | Fall, Spring and Summer I   |
| <b>MDIA 4906*</b>   | Special Topics                   | Topics as announced in email  |
| <b>MDIA 4912*</b>   | Social Media Practicum           | Field experience; by permission; 3 = 1 elective   |
| <b>COMS 4900*</b>   | Special Topics in COMS           | COMS Social Media courses as approved   |
| <b>JOUR 2500</b>  | Intro to Advertising and PR      | Fall, Spring, Summer  |
| <b>JOUR 4530</b>  | Strategic Social Media           | Fall, Spring; JOUR 2500 is the only pre-req for social media students; you <i>must</i> request entry from instructor because you won't be able to sign up online. |
| <b>ITS 4310</b>   | Privacy in the Internet Age      | Spring  |
| <b>VICO 1400X</b>   | Data Visualization               | As offered  |
| <b>VICO 3111</b>  | Informational Graphics           | As offered  |
| <b>*Some courses are in development or undergoing catalog number changes. Check course <i>titles!</i></b> |                                  |   |

## About DARS changes and unlisted electives

MDIA does offer other occasional elective courses, as does COMS. These will be announced in Karen's emails each semester. Always open these emails and read them.

Do not panic if a course Karen approved does not immediately appear on your certificate DARS. If you have doubts about whether an unlisted class will count, consult these emails! Unlisted electives will go on your Social Media Certificate DARS after we make DARS changes at check-ins. If you have questions, drop in during office hours.

Here's an example. We have offered MDIA 4900: Special Topics, Social Media Message Management, several times. It does not have a permanent number, but it's always listed on the email announcements of upcoming courses. If you have taken this course, you will need to get a DARS change—do not worry. If you do take a Special Topics class, make sure it has "Social Media" in the subtopic title.

## Double-dipping

- Courses in the Social Media Certificate potentially "double dip"—satisfy a maximum of two DARS requirements. For example, Tier I, II, and III courses—and many more—count twice. There is no such thing as a DARS triple dip, however. Planning is essential. Not planning costs time and money.
- MDIA students: Consult Karen to make sure you leverage every opportunity.
- 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.
- MDIA 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.
- 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.
- **Karen's office hours are Mondays, 1-5pm, in Schoonover 322. Please drop in whenever you have a question or just want to talk.**

## Which electives should I take?

| If your interests are...   | Consider...   |
|--|---|
| <b>Entertainment, travel, hospitality industries</b>                           | MDIA 3122: Content Curation<br>MDIA 4124: International Social Media*<br>MDIA 4130: Social Media Analytics<br>JOUR 2500: Intro to Public Relations and Advertising<br>JOUR 4530: Strategic Social Media<br>VICO 1400X: Data visualization |
| <b>Marketing, PR, event planning</b>   | JOUR 2500: Intro to Public Relations and Advertising<br>JOUR 4530: Strategic Social Media<br>MDIA 4130: Social Media Analytics<br>VICO 1400X: Data visualization  |
| <b>Web-based journalism, information industries</b>                            | MDIA 3122: Content Curation<br>MDIA 4124: International Social Media*<br>MDIA 4130: Social Media Analytics<br>ITS 4310: Privacy in the Internet Age<br>VICO 1400X: Data visualization   |
| <b>Education, health</b>   | MDIA 3122: Content Curation<br>MDIA 4011: Media and the Digital Divide<br>ITS 4310: Privacy in the Internet Age<br>VICO 1400X: Data visualization   |
| <b>Politics</b>  | MDIA 4130: Social Media Analytics<br>MDIA 4011: Media and the Digital Divide<br>MDIA 3126: Hashtag Politics*<br>MDIA 4124: International Social Media*<br>ITS 4310: Privacy in the Internet Age   |
| <b>World affairs</b>   | MDIA 4011: Media and the Digital Divide<br>MDIA 4124: International Social Media*<br>MDIA 4130: Social Media Analytics<br>MDIA 3126: Hashtag Politics*<br>ITS 4310: Privacy in the Internet Age   |
| <b>Social justice</b>  | MDIA 4011: Media and the Digital Divide<br>MDIA 3126: Hashtag Politics*<br>MDIA 4124: International Social Media*<br>ITS 4310: Privacy in the Internet Age  |
| <b>Always be on the lookout for Special Topics courses that appeal to you.</b> |   |

\* Pending

## Social Media Certificate Practicum (Optional)

1. A practicum is a mini-internship. Enhance your résumé, learn on the job, and earn credit toward your certificate while gaining professional experience.
2. Practicums may be paid or unpaid. (To comply with federal labor law, employers require us to document unpaid students' enrollment in a course for academic credit.)
3. Work a minimum of 40 hours during the course of a semester to earn 1 hour academic credit. The practicum is repeatable. You may earn up to 3 credits (not more than 1 per semester). If you accumulate 3 credits, they will constitute one SMC elective.

### Practicum eligibility:

- 3.2 cumulative GPA
- 3.2 Social Media Certificate GPA
- All certificate course grades B- and above
- Successfully complete MDIA 2113 during a previous semester

Request practicum enrollment *only* after determining that you meet all four of those requirements. We'll then be able to talk about how to proceed.

Consult Karen during office hours to determine if a practicum is right for you.

## Core faculty

Dr. Karen Riggs, MDIA

Dr. Laeeq Khan, MDIA

Dr. Saumya Pant, MDIA

Dr. Stephanie Tikkanen, COMS

Dr. Parul Jain, JOUR

Professor John Grimwade, VICO



### SMART Lab

Social Media Analytics Research Team Lab

We lead the way in social media analytics research! Analytics can help improve decision-making and such skills are in great demand. Data and insights enable you to tell an effective story. MDIA 4130 Social Media Analytics course is taught in our fully equipped SMART Lab. Learn more about the facility here: <http://smartlab.ohio.edu>