

Social Media Management

Undergraduate Certificate

Digital technology has radically reshaped how information is gathered, distributed, and consumed. As a result, business communication relies on social media techniques and tactics to interact with the public and promote ideas. WilmU's undergraduate certificate in Social Media Management prepares communicators to master these methods with a practical, career-oriented program.

Curriculum: (15 credits)

Prerequisites may be required. Visit program page for details.

- COM 260** Social Media Management
- COM 390** Current Trends in Social Media
- BMK 320** Consumer Behavior
- BMK 355** Internet Marketing
- BMK 410** Integrated Marketing Communications

Professionals Who Would Benefit from this Program

- Communication Specialists
- Copywriters
- Technical Communicators
- Public Relations Professionals





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