

NEW MEDIA COMMUNICATION CERTIFICATE

This 3-course certificate will provide students with a foundation in communication and marketing principles, with an emphasis on social media and new digital media principles and tools. It introduces students to the principles and tools of communicating in the digital space and includes coursework in communication theory and history, communication literacy, digital media production, digital media ethics, social media communication, online content production, and social media literacy.

The certificate benefits those who are seeking to remain current and competitive within careers that are becoming increasingly digital, as well as those seeking to pivot into positions involving digital strategy or social media account management.

Curriculum

Code	Title	Hours
Certificate Requirements		
COMM 175	Introduction to Communication	3
COMM 200	Digital Communication and Society	3
COMM 261	Social Media	3
Total Hours		9

Suggested Sequence of Courses

The School of Continuing and Professional Studies provides a high-touch advising model in order to incorporate the professional and educational outcomes of the student as well as any transfer credit accepted. In order to provide students with maximum flexibility in their education and because everyone's academic background will vary, advisors will work directly with students to determine an appropriate sequence of courses starting at admission into their respective program based on their needs and expected time to completion.

Learning Outcomes

Upon completion of the certificate, graduates will be able to:

1. Explain how technology affects communication.
2. Create audiovisual content using a variety of audio, visual, video, and technical tools.
3. Analyze communication research and audience data to tailor a media outreach campaign.
4. Understand how social media can contribute to organizational and personal success.
5. Create internet-optimized work (writing, audiovisual work, and social media content) for the effective promotion of a business, nonprofit, or personal project.