

Certificate in Mass Communication (Social Media Marketing) - 5130

A. Required in Mass Communication Core	9
ART 1123 Computers for Creatives	
MCOM 3053 Social Media Management	
MCOM 4733 Contemporary Issues in Mass Communication	
B. Required in Advertising/Public Relations Core	9
MCOM 3723 Advertising	
MCOM 3843 Advertising Copy and Layout	
MCOM 3893 Public Relations	
C. Required Elective Courses	9
MCOM 1713 Introduction to Photography	
MCOM 3343 Imaging for Media	
MCOM 4813 Public Relations Writing	
Total Hours	27