

SOCIAL MEDIA INFLUENCING & DEVELOPMENT MICROCREDENTIAL

Major Code: MSMI

The Social Media Influencing and Development microcredential is a 12-credit program that will support students' career-ready skills in content curation, social media engagement, analytics, branding, and profitability. Students enrolled in this program will become proficient in those areas making them ready for the workforce upon completion. No course fees or pre-requisites required.

Program Learning Outcomes

Upon successful completion of this microcredential students will be able to:

- Produce content across social media platforms.
- Demonstrate the ability to create and format text, digital audio, digital video and graphic content across mobile and web-based platforms.
- Apply working knowledge of the planning and production of Web sites, with the ability to supply content and to manipulate that content with current Web software, multimedia software, and layout techniques.
- Explore and identify examples of metric tools, return on investment, and integrated social media tactics.
- Create content strategies, strategic plans, and perform various analyses of social media data from reliable sources.
- Demonstrate in their work an understanding of legal and ethical standards pertaining to various social media professions.

Curriculum Requirements

A total of 12 credits is required for completion of the microcredential. Students will receive a digital badge upon completion.

Code	Title	Credits
SOCM 100	Social Media Content Curation	3
SOCM 101	Social Media Community Mgmt	3
SOCM 102	Social Media Analytics & Engmt	3
SOCM 103	Social Media Branding & Profit	3
Total Credits		12