

Social Media Analytics Certificate Requirements

The social media analytics certificate focuses on both descriptive and predictive analytics and is for those individuals looking to gain key insights from social media data. The certificate allows working professionals to complete the curriculum on campus or online. Complete the curriculum on Kutztown's campus and employ the Social Media Analytics Strategic Hub (a one-of-a-kind learning space) or take courses 100% online.

Program requirements: 9 credits

Required Social Media Analytics Core Courses – 9 credits

SMTS 101 Introduction to Social Media Theory and Strategy

ENGL/SMTS 314 Social Media Analytics

SMTS 316 Advanced Social Media Analytics

Program Plan Code: CERT_SMAN

Effective Semester: Fall 2026



Social Media Analytics Certificate Check Sheet

Student Name:

Student ID Number:

This check sheet provides a mechanism for students and advisors to keep track of a student's progress in the program. Please refer to the program requirements for more details regarding options.

Program requirements: 9 credits.

Social Media Analytics Core Courses - 9 credits

SMTS 101 Intro to Social Media Theory and Strategy	3 credits	Grade:
SMTS 314 Social Media Analytics	3 credits	Grade:
SMTS 316 Advanced Social Media Analytics	3 credits	Grade:
Total Credits	9 total credits	

Program Plan Code:CERT_SMAN

Effective Semester: Fall 2026