

Social Media Strategies Certificate Requirements

The certificate in Social Media Strategies (SMS) is industry-driven and introduces students to each area of the interdisciplinary SMS program at KU. Curriculum focuses on content creation, data analytics, ethics, branding, and e-commerce.

Program requirements: 12 credits

Required Social Media Strategies Certificate Core Courses – 12 credits

SMTS 101 Intro to Social Media Theory & Strategy (3 credits)

ENGL/SMTS 314 Social Media Analytics (3 credits)

PRWR 250 Writing for Social Media (3 credits)

MKTG 210 Principles of Marketing (3 credits)

Program Plan Code: CERT_SOMS

Effective Semester: Fall 2026



Social Media Strategies 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: 12 credits.

Required Social Media Strategies Certificate Core Courses - 12 credits

SMTS 101 Intro to Social Media Theory & Strategy	3 credits	Grade:
ENGL/SMTS 314 Social Media Analytics	3 credits	Grade:
PRWR 250 Writing for Social Media	3 credits	Grade:
MKTG 210 Principles of Marketing	3 credits	Grade:
Total Credits	12 total credits	

Program Plan Code: CERT_SOMS

Effective Semester: Fall 2026