COLLEGE OF VISUAL & PERFORMING ARTS
SOCIAL MEDIA STRATEGIES CERTIFICATE

Program Code: RVPASMS   **Version Number: Spring 2020**

I. REQUIRED COURSES   12 credits

		Grade	Credits.
SMS 101	Intro to Social Media Theory & Strategy		3
COM/ENG 314	Social Media Analytics		3
WRI 250	Writing for Social Media		3
MKT 210	Principles of Marketing		3

**SMS majors and minors cannot enroll in this minor.