

SOCIAL MEDIA MANAGEMENT UNDERGRADUATE ACADEMIC CERTIFICATE

All required coursework must be completed with a grade of 'C' or better (O-10-a (<https://catalog.uidaho.edu/general-requirements-academic-procedures/o-miscellaneous/>)).

Code	Title	Hours
JAMM 121	Media Writing	3
JAMM 122	Content Creation	3
JAMM 252	Introduction to Strategic Communications	3
JAMM 365	Trends in Social Media	3
JAMM 367	Social Media Management and Analytics	3
Total Hours		15

Courses to total 15 credits for this certificate

Students completing the certificate in Social Media Management will be expected to:

- Understand concepts and apply theories in the use and presentation of images and information
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply basic numerical and statistical concepts
- Apply tools and technologies appropriate for the communications professions in which they work