

SOCIAL MEDIA COMMUNICATIONS CERTIFICATE

Name: _____

College ID Number: _____

Date of Matriculation: _____

Email: _____

Course	Credit	Grade	Transfer
PR 111 (3) Introduction to Public Relations <i>(Prerequisite: EN 125)</i>	_____	_____	_____
BU 210 (3) Business Management	_____	_____	_____
BU 220 (3) Principles of Marketing <i>(Prereq: BU 210 or permission of instructor)</i>	_____	_____	_____
AR 210 (3) Desktop Publishing	_____	_____	_____
BU 370 (3) Database Analysis for Mgmt	_____	_____	_____
PR 320 (3) Writing for Public Relations <i>(Prereq: PR 111)</i>	_____	_____	_____
PR 350 (3) Social Media and Customer Relationship Management	_____	_____	_____
PR 450/MIS 450 (4) Research Analysis & Messaging Strategy <i>(Prereq: BU 370, PR 350, and PR 320 or permission of department)</i>	_____	_____	_____

Total credit hours required for Social Media Certificate: 25.0

Revised June 2017