

	3 SH	3 SH	3 SH	3 SH
Program SLOs	COM 3003 AD & PR Concepts	COM 3471 Fundamentals of Social Media Communication	COM 4561 Social Media Content Development	COM 4XXX Social Media Management
Content				
Critical Thinking				
SLO 1: Analyze current social media communication and identify strategies for improvement.	x	x		x
Communication				
SLO 2: Create effective content that clearly displays organizational goals and messages on digital platforms.	x		x	x
Integrity / Values				

Department Name
Department URL

Communication
<https://uwf.edu/cassh/departments/communication/>

Program Name: Certificate in Social Media Communication
Creation Date: 9/10/2021