

Social Media Communication, Undergraduate Certificate

Mission Statement

The goal of this certificate is to prepare students for the digitally converged communication industry. This certificate allows communication students to add credentials as they pursue their degree. The Social Media Communication Certificate encompasses courses that train the students in key skills areas including public relations, advertising, writing, branding and the basics of social media. This certificate will provide students with highly sought-after skills that lead them into careers in integrated communication like public relations and advertising.

Student Learning Outcomes

Upon completion of Social Media Communication Undergraduate Certificate, the graduate will be able to do the following:

- **Critical Thinking:** Analyze social media communication and identify strategies for improvement.
- **Communication:** Create effective content that clearly displays organizational goals and messages on digital platforms.

Find out more about Social Media Communication Certificate at UWF:

<https://uwf.edu/programs/cassh/social-media-communication-undergraduate-certificate/>