

Graduate Certificate
Social Media Marketing
Catalog: 2024-25

Name:
Student ID:
Advisor:

Updated:

| CERTIFICATE | | | | | | | |
|-----------------------------------|-------|-------------|-------------|------------------------|------------|-------|-------|
| Social Media Marketing | Inst. | Hours | Grade | Prerequisite | Met/Waived | | |
| | | | | | Inst. | Hours | Grade |
| MKTG 5302 Marketing Analysis | | | | | | | |
| MKTG 5320 Social Media Marketing | | | | MKTG 3312 or MKTG 5302 | | | |
| MKTG 5323 Marketing Analytics | | | | | | | |
| MISM 5330 Webmastering | | | | MISM 5306 | | | |
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| Total Hours in Certificate | | Req. | Have | Need | | | |
| | | 12 | 0 | 12 | | | |

**Courses must be completed at WBU*
***Prerequisites must be met for courses that require them unless waived by consent of the School of Business*