

Undergraduate Certificate Social Media Marketing Catalog: 2025-26

Name: Updated:

Student ID: Advisor:

CERTIFICATE					Met/Waived		
Social Media Marketing	Inst.	Hours	Grade	Prerequisite	Inst.	Hours	Grade
MKTG 3320 Social Media Marketing				MKTG 3312 Principles of Marketing			
MKTG 3324 Inbound Marketing							
MKTG 3325 Content Marketing							
MKTG 4323 Marketing Analytics							
	Req.	Have	Need				
Total Hours in Certificate	12	0	12				

Prerequisites must be met for courses that require them unless waived by consent of the School of Business