

Social Media and Digital Communication Certificate Program

January 25 – May 23, 2016

Monday		6:00 pm to 9:00 pm
January 25	Introduction to Social Media and the Digital Environment	
February 1	Introduction to Social Media and the Digital Environment	
February 8	Introduction to Social Media and Digital Communications	
February 15	Introduction to Social Media and Digital Communication	
February 22	Introduction to Social Media and Digital Communications	
February 29	Introduction to Social Media and Digital Communications	
March 7	Introduction to Social Media and Digital Communications	
	<i>No class March 14th</i>	
March 21	Social Media Analytics and Monitoring	
March 28	Social Media Analytics and Monitoring	
April 4	Social Media Analytics and Monitoring	
April 11	Digital Engagement and Advanced Social Media Management	
April 18	Digital Engagement and Advanced Social Media Management	
April 25	Digital Engagement and Advanced Social Media Management	
May 2	Digital Engagement and Advanced Social Media Management	
May 9	Digital Engagement and Advanced Social Media Management	
May 16	Digital Engagement and Advanced Social Media Management	
May 23	Digital Engagement and Advanced Social Media Management	