

# SCRIPPS

College of Communication

## Scripps College of Communication Certificate in Social Media Studies

**Contact:** Certificate Coordinator Professor Karen E. Riggs, School of Media Arts and Studies, [riggsk@ohio.edu](mailto:riggsk@ohio.edu)

*Are you looking ahead to what the future holds for your career? Consider how social media skills and knowledge can increase your opportunities for success.*

### Program Overview:

Career pursuits and effective citizenship require social media competencies in new modes of information exchange, idea production and personal connection. Achieving competency in using social media requires skills to make sense of this revolutionary influence on contemporary life. The Scripps College of Communication Certificate in Social Media Studies emphasizes career access and social media literacy.

The certificate explores such topics as: • Cultural influences • Information sharing • Entertainment values • Organizational behavior • Marketing practices • Identity and geopolitics



### Opportunities Upon Graduation:

Almost all new graduates--from liberal arts majors to teachers and business students will use social media in their work. Organizations are adapting traditional roles to encompass social media responsibilities. Teachers connect with classes for work on social media platforms, professionals in arts organizations connect with their audiences through an array of social networks, and health professionals use social media tools to exchange information. Marketers rely daily on social media. Across disciplines, social networking skills can lead job seekers to resources and relationship prospects that aid job candidacy through such paths as LinkedIn and Twitter.

## Social Media Certificate Requirements

### **Admissions Information:**

#### Freshman/First-Year Admission

Students are eligible for entry with a 2.5 GPA, must maintain a 2.5 GPA overall in their major and in certificate classes, and must complete an 18 credit-hour minimum.

#### Change of Major/Minor/Certificate Policy

Students are eligible for entry with a 2.5 GPA, must maintain a 2.5 GPA overall, and must complete an 18 credit-hour minimum.

#### External Transfer Admission

No requirements beyond University admission requirements and certificate first-year admission requirements.

### **Required courses:**

MDIA 2113: Introduction to Social Media

COMS 3200: Communication and New Technologies

MDIA 4120: Advanced Social Media (Spring on campus, Summer I online)

### **Elective courses (choose 3):**

MDIA 3122: Content Curation

MDIA 3175: Gossip, Espionage, Hackers, and Outlaw Memes\*

JOUR 4530: Strategic Social Media

JOUR 2500: Introduction to Strategic Communication

MDIA 4011: Media and Digital Divide ITS

ITS 4310: Privacy in the Internet Age (online)

The Social Media Industry (MDIA Special Topics course online Summer I)

Others as approved by certificate coordinator

*\*Course discontinued 2015. Students who earned credit for the class previously may count it towards their certificate*