

# *Social Media for Organizational Performance, Graduate Certificate (Online)*

In organizations, social media management and strategy development have become core skills required for communication professionals. The Graduate Certificate in Social Media for Organizational Performance focuses on strategic framework and the role digital media has in supporting organizational performance. The program integrates theory and practice, including experimenting with various tools and platforms and reflecting on lessons learned from active management and experimentation.

## **Prerequisite Course**

Applicants without social media experience are required to successfully complete Social Media Fundamentals (CMN 6800) before enrollment in the program.

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