Social Media for Organizational Performance, Graduate Certificate

In organizations, social media management and strategy development have become core skills required for communication professionals. According to WANTED Analytics, over 1.6 million working professionals utilize social media skills in jobs at the manager and executive level. 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.

Program Requirements

Complete all courses and requirements listed below unless otherwise indicated.

Required Courses

Code	Title	Hours
CMN 6045	Leveraging Digital Technologies: Strategy, Assessment, and Governance	3
DGM 6285	Interactive Marketing Fundamentals [1]	4
DGM 6290	Social Media and Brand Strategy Implementation	4

Electives

Code	Title	Hours
Complete a minimum of five quarter hours from the following:		5
CMN 6040	Consumer Behaviors in the Online Environment	
CMN 6065	Implementation and Management of Social Media Channels and Online Communities	
CMN 6075	Digital Marketing Analytics	
CMN 6096	Cultural Communications Lab	
DGM 6168	Usability and Human Interaction	
DGM 6550	Search Engine Optimization: Strategy and Implementation [2]	
PBR 6001	Communications Technology Lab	

Program Credit/GPA Requirements

16 total quarter hours required
Minimum 3.000 GPA required

[1]   Interactive Marketing Fundamentals (DGM 6285) is for students who do not have digital media marketing experience. Students who do not complete this course take additional elective credits to satisfy the required credits for the program. Students may also meet the requirement through prior learning assessment. Visit the Credit for Prior Learning (https://cps.northeastern.edu/academics/prior-learning-assessments/) page for more information.

[2]   Contact your advisor to enroll in this course. Students who choose Search Engine Optimization: Strategy and Implementation (DGM 6550) are not required to complete its course prerequisites.