

Graduate Certificate for Social Media Management Outcomes

1. Use oral communication to inform, direct, persuade and inspire others.
2. Write in forms and styles for communication professions, audiences and purposes they serve.
3. Integrate and apply practical communication skills and knowledge as communication professionals.
4. Design aesthetically pleasing and socially responsible media productions that integrate the latest technology in social media.
5. Manage effective and ethical communication in a diverse, global society.