



**Graduate Certificate**  
**Social Media Marketing**  
 Catalog: 2023-24

Name:  
 Student ID:  
 Advisor:

Updated:

CERTIFICATE				Met/Waived		
Social Media Marketing	Inst.	Hours	Grade	Prerequisite		
				Inst.	Hours	Grade
MKTG 5302 Marketing Analysis						
MKTG 5320 Social Media Marketing				MKTG 3312 or MKTG 5302		
MKTG 5323 Marketing Analytics						
MISM 5330 Webmastering				MISM 5306		
Total Hours in Certificate	Req.	Have	Need			
	12	0	12			

\*Courses must be completed at WBU

\*\*Prerequisites must be met for courses that require them unless waived by consent of the School of Business