

Graduate Certificate in Strategic Digital & Social Media

Plan Description

The School of Journalism and Media Studies' Certificate in Strategic Digital & Social Media gives students applied knowledge for a digital-first world. Students will learn media fundamentals and apply them to digital fields to advance their current or future employment opportunities. People, businesses, and institutions around the world have increasingly moved their decision-making to the online sphere, rendering digital media expertise more valuable and in demand than ever. The Certificate in Strategic Digital & Social Media is conducted mostly online, allowing students the flexibility to continue their current careers as they pursue an advanced degree. This delivery method affords individuals who are employed full time the opportunity to update their skillset, expand their network, and add value to their current employers. The certificate also benefits those entering the job market or searching for new opportunities in the digital sphere. It is designed to bolster in-demand skills, create valuable contacts, and expose students to a myriad of new opportunities.

Plan Admission Requirements

Application Deadlines

Refer to the Graduate College website for specific deadlines.

All applicants must review and follow the Graduate College Admission and Registration Requirements.

The following information to be submitted electronically to the Graduate College with your application:

1. Curriculum Vitae (CV) with employer references. The CV should clearly indicate job titles, place and date of employment and specific job responsibilities, as well as include 2 former employer contacts.
2. A brief essay of approximately 500 words outlining your career goals and how your employment background has prepared you for graduate study.
3. Two letters of recommendation from 2 current or former employers.

All required documentation and application materials must be received by the UNLV Graduate College by the listed deadline for the application to be considered.

Students are accepted into a certificate program as described in the Graduate Catalog. The faculty and corresponding sub-disciplines and sub-plans within the described programs are subject to change at any time.

Plan Requirements

Total Credits Required - 12

Course Requirements

Journalism & Media Courses - Credits: 6

Complete 6 credits by completing 2 courses from the following list:

[After] JMS 650, Media Innovation and Society	
[After] JMS 688, Entrepreneurial Media	
JMS 712 Quantitative Research Methods	3
[Before] JMS 789 is available only upon advisor approval:	
JMS 789 Selected Topics in Journalism and Media Studies	3

Strategy & Social Media Courses - Credits: 6

Complete 6 credits by completing 2 courses from the following list.

JMS 760 Social Influence of the Media	3
[After] JMS 740, Strategic Digital Storytelling	3
[After] JMS 742, Advanced Content Creation	3
[Before] JMS 789 is available only upon advisor approval:	
JMS 789 Selected Topics in Journalism and Media Studies	3

Certificate Completion Requirements

The student must submit all required forms to the Graduate College as well as apply for graduation up to two semesters prior to completing their certificate requirements.