

Certificate in Social Media Entrepreneurship and Innovation



Become an expert in Social Media

Who should apply

Individuals wanting to receive formal training or to expand their knowledge with their organizations:

- Social media management
- Audience analysis
- Political economy, and law & policy

Skill Sets

- Explain how social media impact various areas of professional and social life;
- Examine social media ownership, financing and regulation and consider their ethics;

- Construct and manage successful PR and grassroots social media campaigns;
- Identify and develop practical strategies tailored to your audience in a manner that maximizes the reach and impact of a specific campaign;
- Learn the latest laws and regulations that impact social media.

Certificate Completion

The Certificate is offered for academic credit. Students must complete six courses.

Cost

Each course is \$1040 with materials.

Delivery Format

The entire program is offered online.

Program Coordinators

- Dr. Mihaela Popescu
- Dr. Alexandru Roman

Program Faculty

- Dr. Thomas Corrigan
- Dr. Liliana Gallegos
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For more information, contact the PACE Program staff at (909) 537-5976, visit our website at pace.csusb.edu/certificates/businessCertificatesCourses/Entrepreneurship-Innovation.html, or email pace@csusb.edu

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The Social Media Entrepreneurship and Innovation program is structured around six rigorous courses, each five weeks in duration. To earn the SMEI Certificate a student must complete all courses with an overall grade point average (GPA) of 3.0 or better.

COMM 309: Digital Media and Communication 4 units
 Theory, research, and history related to the impact of digital technologies on communication and society. Students will acquire knowledge and think critically about digital media communication processes and cultures in a variety of contexts.

COMM 502: Communication Law and Policy (with emphasis on digital media)..... 4 units
 Exploration and application of laws and regulations as they affect communication via social media. Includes consideration of freedom of speech, libel and slander, intellectual property, broadcast regulations and privacy.

COMM 507: Fundamentals of Social Media Management 4 units
 This course explores how organizations use social media to shape conversations about their products, services, actions and positions. We will examine issues of social media planning, campaign management and strategic communication on social media.

COMM 508: Political Economy of Social Media Communication 4 units
 This course explores how ownership, market strategy and financing considerations on social media platforms intersect with policy and legal issues.

COMM 509: Audience Analysis in Social Media 4 units
 An overview of current tools for quantitative and qualitative audience analysis in social media. Explores how the strategic priorities of organizations and their social media strategies relate to campaign performance.

COMM 510: Social media for Social Good 4 units
 Students learn theories, methods and strategies for using social media to grow personal capabilities and civic involvement and to enact change for the social good. Explores issues of ethics and social justice in social media communication.

Social Good

A focus on the role of social media in the creation and sustainability of collective action projects, such as social movements, volunteer work, and the management of social justice campaigns

Media Management

Students will understand how (news) organizations use social media, what factors impact sharing vitality of their stories, evaluate specific instances of social media outreach.

Political Economy

Consider media ownership and evaluate the intersections of media with political and economic forces that impact user agency and voice.