

## Social Media - Durham College Certificate

### *Program of Study 2020/2021*

- Students starting in the 2020/2021 academic year (September - August) must follow the Program of Study shown below.
- If you began your studies **prior to the 2020/2021 academic year**, please contact the Centre for Professional and Part-time Learning at 905-721-3052 or [ppl@durhamcollege.ca](mailto:ppl@durhamcollege.ca) to obtain the Program of Study that applies to your start date.
- You will have 15 semesters (5 years) from the start date of your first course to complete this certificate.
- Upon successfully completing the courses below and any additional program specific requirements, you may apply to graduate by visiting the [Centre for Professional and Part-time Learning Convocation webpage](#).
- Not all courses are available every semester. Please visit the [Program webpage](#) to view current course availability.
- Tip: Monitor your progress by entering your marks and completion dates in the column provided below.

### Required Courses (suggested sequence of study)

Course Name	Course Codes		Pre-requisite(s)*	Day School Equivalent	Completion Date & Mark
Social Media, Introduction to	Online	SOMT 1281	N/A	N/A	
Social Media Digital Communication	Online	COMM 1281	N/A	N/A	
Social Media Developing a Strategy	Online	SOMT 2282	SOMT 1281	N/A	
Social Media Monitoring and Measurement	Online	SOMT 2281	SOMT 1281	N/A	
Social Media Applied in Business	Online	BUS 5281	SOMT 1281, SOMT 2282, SOMT 2281, COMM 1281	N/A	

\*Courses without a pre-requisite(s) can be taken at anytime during your Program of Study