

**CMST  
484**

FALL

2017

# Social Media & Digital Communication

## Outcomes:

- Earn a **Social Media Marketing certificate from Northwestern University\***
- Learn persuasive theories behind **viral marketing** (and used in job search)
- Learn the basic tools and platforms used to plan, produce, and monitor **social media content**
- Learn how to **monetize your passions**

**[CRAIGENGSTROM.NINJA/CMST-484](http://CRAIGENGSTROM.NINJA/CMST-484)**

***\*Important information regarding certification:*** Students can learn more about this course by visiting the above webpage or by contacting Dr. Craig Engstrom. This course is an SIUC course for 3 credits. In place of an expensive textbook, students will need to purchase *Content, Inc* (\$14.99) and register for access to the Northwestern Social Media Specialization via Coursera.org. Registration and course materials, including assignments and videos, are free (there is no cost) via Coursera; however, it is *highly recommended* that students pay the optional fee of a one-year subscription (cost \$250) to the course in order to access premium materials and to get a verified certificate from Northwestern University (NU), which can be displayed on LinkedIn profiles.

