Date: February 25, 2021

**WILLIAM RAINEY HARPER COLLEGE**

**FAST TRACK**

Tuesday, August 17, 2021 Start (SG1L-F38)

**Social Media Specialist Certificate**

All Classes Held Online “Anytime”

Fast Track Office, Harper Professional Center

650 E. Higgins Road, Suite 9-S

Schaumburg, IL 60173

847.925.6438; [FTSTUDENT@harpercollege.edu](mailto:FTSTUDENT@harpercollege.edu)

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| **Semester** | **Dates** | **Course** |
| **Fall 2021**  1 Session | Tuesday, August 17, 2021 | **Orientation:** Mandatory online orientation 6-7:30 p.m. |
| **Fall 2021**  8 Weeks | **Online 8/23 – 10/17/21**  *See course syllabus for due dates* | **MKT 245 (3 credits)**  Principles of Marketing |
| **Fall 2021**  8 Weeks | **Online 10/18 – 12/12/21**  *See course syllabus for due dates* | **MKT 180 (3 credits)**  Strategic Communication for a Digital World  *Recommended preparation: ENG101 or placement options into ENG101.* |
| ***Break 12/13/21 – 1/17/22*** | | |
| **Spring 2022**  8 Weeks | **Online 1/18 – 3/13/22**  *See course syllabus for due dates* | **MKT 252** **(3 credits)**  Internet Marketing |
| **Spring 2022**  9 Weeks | **Online 3/14 – 5/15/22**  *See course syllabus for due dates* | **MCM 150 (3 credits)**  Social Media Management and Measurement |
| ***Break 5/16 – 5/22/22*** | | |
| **Summer 2022**  12 Weeks | **Online 5/23 – 8/12/22**  *See each course syllabus for due dates* | **MKT 281\*(1 credit)** Internship in Marketing |
| **Summer 2022**  8 Weeks | **Online 6/6 – 7/31/22**  *See each course syllabus for due dates* | **MKT 243 (3 credits)** Social Commerce and Sales |
| **Graduation: Social Media Specialist Certificate** | | |

Fast Track general homework expectation: 10-20 hours per week per course.

\*Prerequisite course requirements

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| **Course** | **Prerequisite Requirements** |
| MKT 180 | Recommended preparation: ENG101 or placement options into ENG101 due to the language emphasis of this course. |
| MKT 281 | MKT 245 and 3 credit hours in MGT or MKT course work. |