

**WILLIAM RAINEY HARPER COLLEGE
FAST TRACK PROGRAM**

Social Media Specialist Certificate Spring 2025: Sample Schedule

Your personal schedule may be different

Start Date: January 6, 2025

All Courses Are Online "Anytime"

Semester 1: Spring 2025	
Course Name	Dates
Orientation: Required online orientation	Online orientation site opens week of Jan. 6
MKT 245 (3 credits): Principles of Marketing	Online 1/13 – 3/9 (8 weeks) <i>See course syllabus for textbook and assignments.</i>
MKT 252 (3 credits): Internet Marketing	Online 3/10 – 5/11 (9 weeks) <i>See course syllabus for textbook and assignments.</i>
Semester 2: Summer 2025	
MKT 243 (3 credits): Social Commerce and Sales	Online 5/19 – 6/29 (6 weeks) <i>See course syllabus for textbook and assignments.</i>
MKT 180 (3 credits): Strategic Communication for a Digital World <i>Recommended preparation: ENG101 or placement options into ENG101</i>	Online 6/30 – 8/8 (6 weeks) <i>See course syllabus for textbook and assignments.</i>
Break 8/9 - 8/17	
Semester 3: Fall 2025	
MCM 150 (3 credits): Social Media Management and Measurement	Online 8/18 – 10/12 (8 weeks) <i>See course syllabus for textbook and assignments.</i>
MKT 253 (1 credit): Artificial Intelligence (AI) Marketing	Online 10/13 – 11/9 (4 weeks) <i>See course syllabus for textbook and assignments.</i>
Graduation: Social Media Specialist Certificate	

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

Course	Prerequisites
MKT 180	Recommended preparation: ENG101 or placement options into ENG101 due to the language emphasis of this course.