

WILLIAM RAINEY HARPER COLLEGE FAST TRACK PROGRAM

Social Media Specialist Certificate Fall 2024: Sample Schedule

Your personal schedule may be different

Start Date: August 12, 2024

All Courses Are Online “Anytime”

Semester 1: Fall 2024	
Course Name	Dates
Orientation: Required online orientation.	Online orientation site opens week of Aug. 12
MKT 245 (3 credits): Principles of Marketing	Online: 8/19 – 10/13 (8 weeks) <i>See course syllabus for due dates</i>
MKT 252 (3 credits): Internet Marketing	Online: 10/14 – 12/8 (8 weeks) <i>See course syllabus for due dates</i>
Break 12/9/24 – 1/12/25	
Semester 2: Spring 2025	
MKT 180 (3 credits): Strategic Communication for a Digital World <i>Recommended preparation: ENG101 or placement options into ENG101</i>	Online: 1/13 – 3/9 (8 weeks) <i>See course syllabus for due dates</i>
MCM 150 (3 credits): Social Media Management and Measurement	Online: 3/10 – 5/11 (9 weeks) <i>See course syllabus for due dates</i>
Semester 3: Summer 2025	
MKT 243 (3 credits): Social Commerce and Sales	Online 5/19 – 6/29 (6 weeks) <i>See each course syllabus for due dates</i>
MKT 253 (1 credit): Artificial Intelligence (AI) Marketing	Online: 6/30– 7/27 (4 weeks) <i>See course syllabus for due dates</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 into ENG101 due to the language emphasis of the course.