

**WILLIAM RAINEY HARPER COLLEGE
FAST TRACK PROGRAM**

Social Media Specialist Certificate Spring 2023: Sample Schedule

Your personal schedule may be different

Start Date: January 9, 2023

All Courses Are Held Online “Anytime”

Semester 1: Spring 2023	
<u>Course Name</u>	<u>Dates</u>
Orientation: Required online orientation	Online orientation site opens week of Jan. 9
MKT 245 (3 credits): Principles of Marketing	Online 1/17 – 3/12 (8 weeks) <i>See course syllabus for due dates</i>
MKT 252 (3 credits): Internet Marketing	Online 3/13 – 5/14 (9 weeks) <i>See course syllabus for due dates</i>
Semester 2: Summer 2023	
MKT 180 (3 credits): Strategic Communication for a Digital World <i>Recommended preparation: ENG101 or placement options into ENG101</i>	Online 5/22 – 7/2 (6 weeks) <i>See each course syllabus for due dates</i>
MKT 243 (3 credits): Social Commerce and Sales	Online 7/3 – 8/11 (6 weeks) <i>See course syllabus for due dates</i>
Break 8/12 - 8/20/23	
Semester 3: Fall 2023	
MCM 150 (3 credits): Social Media Management and Measurement	Online 8/21 – 10/8 (8 weeks) <i>See course syllabus for due dates</i>
MKT 281 (1 credit): Internship in Marketing	Online 8/21 – 11/19/23 (13 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 options into ENG101 due to the language emphasis of this course.
MKT281	Approval of worksite and registration needed from department coordinator, MFARBERL@harpercollege.edu.