

Date: August 25, 2025

WILLIAM RAINEY HARPER COLLEGE FAST TRACK PROGRAM

Social Media Specialist Certificate

Start Date: January 5, 2026 (SJ6L-F09)

All Courses Are Online

Semester 1: Spring 2026	
<u>Course Name</u>	<u>Dates</u>
Orientation: Required online orientation	Online orientation site opens week of Jan. 5
MKT 245 (3 credits): Principles of Marketing	Online 1/12 – 3/8 (8 weeks) <i>See course syllabus for textbook and assignments.</i>
MKT 252 (3 credits): Internet Marketing	Online 3/9 – 5/10 (9 weeks) <i>See course syllabus for textbook and assignments.</i>
Semester 2: Summer 2026	
MKT 243 (3 credits): Social Commerce and Sales	Online 5/18 – 6/28 (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 6/29 – 8/9 (6 weeks) <i>See course syllabus for textbook and assignments.</i>
Break 8/8 - 8/23	
Semester 3: Fall 2026	
MCM 150 (3 credits): Social Media Management and Measurement	Online 8/24 – 10/18 (8 weeks) <i>See course syllabus for textbook and assignments.</i>
MKT 253 (1 credit): Artificial Intelligence (AI) Marketing	Online 10/19 – 11/15 (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.