

**WILLIAM RAINEY HARPER COLLEGE
FAST TRACK PROGRAM**

Social Media Specialist Certificate Fall 2023: Sample Schedule

Start Date: August 14, 2023

All Courses Are Online "Anytime"

Semester 1: Fall 2023	
<u>Course Name</u>	<u>Dates</u>
Orientation: Required online orientation.	Online orientation site opens week of Aug. 14
MKT 245 (3 credits): Principles of Marketing	Online: 8/21 – 10/15 (8 weeks) <i>See course syllabus for due dates</i>
MKT 252 (3 credits): Internet Marketing	Online: 10/16 – 12/10 (8 weeks) <i>See course syllabus for due dates</i>
Break 12/11/23 – 1/15/24	
Semester 2: Spring 2024	
MKT 180 (3 credits): Strategic Communication for a Digital World <i>Recommended preparation: ENG101 or placement options into ENG101</i>	Online: 1/16 – 3/10 (8 weeks) <i>See course syllabus for due dates</i>
MCM 150 (3 credits): Social Media Management and Measurement	Online: 3/11 – 5/12 (9 weeks) <i>See course syllabus for due dates</i>
Semester 3: Summer 2024	
MKT 281* (1 credit): Internship in Marketing	Online: 5/20 – 8/9 (12 weeks) <i>See course syllabus for due dates</i>
MKT 243 (3 credits): Social Commerce and Sales	Online: 7/1 – 8/9 (6 weeks) <i>See each 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.
MKT 281	MKT 245 and 3 credit hours in MGT or MKT course work.