

**WILLIAM RAINEY HARPER COLLEGE
FAST TRACK PROGRAM**

Social Media Specialist Certificate Spring 2024: Sample Schedule

Your personal schedule may be different

Start Date: January 8, 2024

All Courses Are Online "Anytime"

Semester 1: Spring 2024	
<u>Course Name</u>	<u>Dates</u>
Orientation: Required online orientation	Online orientation site opens week of Jan. 8
MKT 245 (3 credits): Principles of Marketing	Online 1/16 – 3/10 (8 weeks) <i>See course syllabus for due dates</i>
MKT 252 (3 credits): Internet Marketing	Online 3/11 – 5/12 (9 weeks) <i>See course syllabus for due dates</i>
Semester 2: Summer 2024	
MKT 180 (3 credits): Strategic Communication for a Digital World <i>Recommended preparation: ENG101 or placement options into ENG101</i>	Online 5/20 – 6/30 (6 weeks) <i>See each course syllabus for due dates</i>
MKT 243 (3 credits): Social Commerce and Sales	Online 7/1 – 8/9 (6 weeks) <i>See course syllabus for due dates</i>
Break 8/10 - 8/18	
Semester 3: Fall 2024	
MCM 150 (3 credits): Social Media Management and Measurement	Online 8/19 – 10/13 (8 weeks) <i>See course syllabus for due dates</i>
MKT 281 (1 credit): Internship in Marketing	Online 8/19 – 11/17 (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.