

Date: January 27, 2025

**WILLIAM RAINEY HARPER COLLEGE  
FAST TRACK PROGRAM**

**Social Media Specialist Certificate**

Start Date: August 18, 2025 (SG5L-F02)

***All Courses Are Online***

<b>Semester 1: Fall 2025</b>	
<u>Course Name</u>	<u>Dates</u>
<b>Orientation:</b> Required online orientation.	Online orientation site opens week of Aug. 18
<b>MKT 245</b> (3 credits): Principles of Marketing	<b>Online:</b> 9/2 – 10/12 (6 weeks) <i>See course syllabus for textbook and assignments.</i>
<b>MKT 252</b> (3 credits): Internet Marketing	<b>Online:</b> 10/13 – 12/7 (8 weeks) <i>See course syllabus for textbook and assignments.</i>
<b><i>Break 12/8/25 – 1/11/26</i></b>	
<b>Semester 2: Spring 2026</b>	
<b>MKT 180</b> (3 credits): Strategic Communication for a Digital World <i>Recommended preparation: ENG101 or placement options into ENG101</i>	<b>Online:</b> 1/12 – 3/8 (8 weeks) <i>See course syllabus for textbook and assignments.</i>
<b>MCM 150</b> (3 credits): Social Media Management and Measurement	<b>Online:</b> 3/9 – 5/10 (9 weeks) <i>See course syllabus for textbook and assignments.</i>
<b>Semester 3: Summer 2026</b>	
<b>MKT 243</b> (3 credits): Social Commerce and Sales	Online 5/18 – 6/28 (6 weeks) <i>See course syllabus for textbook and assignments.</i>
<b>MKT 253</b> (1 credit): Artificial Intelligence (AI) Marketing	<b>Online:</b> 6/29– 7/26 (4 weeks) <i>See course syllabus for textbook and assignments.</i>
<b>Graduation: Social Media Specialist Certificate</b>	

Fast Track general homework expectation: 10-20 hours per week per course.

<b>Course</b>	<b>Prerequisites</b>
MKT 180	Recommended preparation: ENG101 or placement into ENG101 due to the language emphasis of the course.