

New Graduate Program Proposal

Form Procedure

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Program Request Information

The main contact person for the Graduate Curriculum Committee should fill out this form.

Title of New Program: * Certificate in Data-Driven Social Media Strategy

Department / Unit Developing: * Communications Media

Department Chair: * Mr. Jeffrey Warmouth * jwarmouth@fitchburgstate.edu

Academic Dean: Dr. Sara Levine slevine@fitchburgstate.edu

Requestor Name: * J.J. Sylvia IV

Members of the Graduate Curriculum Committee: J.J. Sylvia, Kyle Moody, Viera Lorencova, Randy Howe

Program Chair The Program Chair for this request is among the people listed above.
* Yes
 No

Program Details

New Program and/or New Concentration:

- New Program
 New Concentration

Type of Program: (check all that apply)

- Certificate
 Teacher Licensure
 Degree

Catalog Description

Briefly describe new program/concentration as it will appear in university catalog:

* Looking to enhance your social media strategy with data-driven insights? Our Master's level Certificate in Data-Driven Social Media Strategy is designed for marketing professionals, entrepreneurs, and communication specialists seeking to master the latest techniques and tools for successful social media campaigns. This certificate program is comprised of two essential courses: Social Media Marketing and Data & Analytics.

Upon completion of this certificate program, you'll be equipped with the skills and knowledge necessary to develop and execute data-driven social media strategies that deliver measurable results. Whether you're looking to advance your career, start a new business venture, or enhance your organization's social media presence, this certificate program is an excellent choice for anyone looking to take their social media skills to the next level.

Learning Outcomes

List the Student Learning Outcomes for the program.

Upon completing the Certificate in Data-Driven Social Media Strategy, learners will be able to:

1. Develop a comprehensive social media strategy that integrates multiple platforms, tools, and techniques, including content creation, community management, and advertising.
2. Collect, analyze, and interpret key social media metrics to measure the effectiveness of campaigns and optimize future strategies.
3. Develop and execute social media campaigns that are data-driven, using insights gained from analytics to create more effective content, optimize targeting, and increase engagement.

Enrollment & Implementation

A Cohort Model will be used: * Yes
 No

Additional faculty will be needed (day/adjunct) * Yes
 No

The Program is expected to begin: * Summer
Semester Year

Population Description

Anticipated enrollment/staffing plan (i.e., Who/how many will program serve?)

*We anticipate that we will be able to recruit 5-10 students per year to complete the certificate program. It uses already existing courses.

Rationale

Rationale and expected outcomes for new program:

*The Certificate in Data-Driven Social Media Strategy was developed to meet the growing demand for marketing professionals, entrepreneurs, and communication specialists who possess the skills and knowledge necessary to develop and execute data-driven social media strategies that deliver measurable results.

The rationale for this program is based on the recognition that social media has become an essential component of modern marketing and communication. However, in order to be successful, social media campaigns must be grounded in data-driven insights and strategies that are informed by analytics and other data sources.

The expected outcomes of this program are to provide learners with the skills and knowledge necessary to develop and execute effective social media strategies that leverage data and analytics. Specifically, learners will be equipped with the ability to develop comprehensive social media strategies that integrate multiple platforms, tools, and techniques, as well as the ability to collect, analyze, and interpret key social media metrics to measure campaign effectiveness and optimize future strategies.

Resources

Library and other resources needed:

*No additional resources will be needed.

Admissions

Describe program's admissions requirements:

*Admissions requirements are as follows:

1. Official transcript of a bachelor's degree from a regionally accredited institution
2. Professional Resume
3. Official transcripts for graduate level course work from a regionally accredited institution (if applicable)
4. Graduate application and fee

Implementation Plan

Describe how the new program will begin; will it be phased in; suggested execution:

*The program will begin immediately and be advertised via a social media campaign.

Supporting Documentation

A plan of study must be included.

If new courses are proposed or major changes are made to existing courses, submit a Graduate Council New Course Approval form. Attach any letter(s) of support from professional agencies or others within or outside the university.

Attach an approved Plan of Study:

*Plan of Study Certificate in Data-Driven Social Media Strategy.pdf

Supporting Documentation:

CIP Code

List the CIP code you would like associated with the program.

For a list of possible CIP codes to choose from visit nces.ed.gov/ipeds/cipcode.

*NOTE - all CIP codes will be reviewed and approved by the Office of Institutional Research for final confirmation.

Proposed CIP Code: *

* Yes Institutional Research is this the ideal code?
 No

Signatures

...3338393139

...3037363239

J.J. Sylvia 04/23/2023
Requester Signature: Date
...3637353230

Sara Levine 04/24/2023
Academic Dean Signature: Date
...3635393433

Jed Warmouth 04/24/2023
Department Chair Approval: Date

Becky Copper Blenz 04/28/2023
SGOCE Dean Signature: Date

Graduate Council

The Graduate Council Chair Signature indicates that the Council has discussed this proposal and has decided it should move forward.

Graduate Council Chair Signature Date

Institutional Research has checked the CIP Code.

Institutional Research Signature Date

Notifications

Approval of the President Date

SGOCE Dean Initials Date

Reviewed by the Registrar: Date

Plan of Study for Certificate in Data-Driven Social Media Strategy

Social Media Marketing (3 cr., Summer B)

Data & Analytics (3 cr., Fall B)

Total of 6 credits. Courses can be completed in any order.

COMM 9025 Data & Analytics

Through the lens of communication and the social sciences, this class explores the ways that individuals, businesses, governments, and non-profit organizations increasingly use data to form arguments about society, make decisions, and generate profits. This class will introduce basic foundational skills in working with data and then quickly scale up to concepts such as data analysis, visualization, and machine learning. Through hands-on projects with data you will work to understand its function and limits — both the benefits and risks.

COMM 8144 Social Media Marketing

Social marketing utilizes techniques from the field of marketing to address social issues mainly through changing the behavior of target groups that benefit society. The focus is on the consumer, learning what people need to make life changes. In this course, students will learn the techniques to design and intervene in social issues a community faces.