Social Media Essentials
Entirely Online

Department of Humanities
College of Science and Liberal Arts

New Jersey Institute of Technology
2015
WHY PURSUE A GRADUATE CERTIFICATE IN SOCIAL MEDIA ESSENTIALS?
Today’s innovations in communication have created an undeniable demand for specialists in social media. Corporations, governments, and non profits are engaging in digital media to extend the reach of their initiatives, provide a fresh platform for launching new products and services, and involve employees in new ways. Graduates from this certificate program will know when and how to use media tools to foster dialogue and drive action. Students will gain competencies in social media and other new technologies.

WHY STUDY SOCIAL MEDIA ESSENTIALS AT NJIT?
NJIT, at the leading edge of technology and science, provides the technical backbone for a program involving social media. Several market indicators point to this field as a strong career choice. The United States Department of Labor, US News and World Report, and The Wall Street Journal have all recently identified expertise in social media as a knowledge area in high demand. This program, which is completely available online, is ideal for working professionals who want or need to update skills for their current profession. Students who want to change careers and enter the field of social media will also gain from this certificate. Corporations, government,

GAINFUL EMPLOYMENT DISCLOSURE
For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit our website at: http://adultlearner.njit.edu/programs/socialmediaessentials-cert-ge.php

WHAT WILL I LEARN?
• Deep understanding of the relationship between communication, design, and technology
• Professional use of social media as communication tools in business, education, by non-profits and as communities of interest
• How and when to use blogging, tagging, wiki writing, podcasting, tweeting, and podcasting
• Social media strategies for reading and writing in today’s multi-cultural, screen-oriented, networked culture
• Detailed understanding of online visual communication strategies and community building -- design and creation of multimedia objects, usability heuristics, navigation theory, and contemporary design practices
• User research methods such as contextual inquiry, ethnographic field studies, card sorting, affinity diagramming, and usability testing that provide the foundation for user-centered design
• User and task analysis, rhetorical strategies
• Contemporary types of technical communication
• How to create a comprehensive professional ePortfolio of your work that will enhance your résumé

WHAT COURSES ARE OFFERED?
Required: Core Courses
PTC 601 Advanced Professional and Technical Communication*
PTC 606 Advanced Information Design*
PTC 610 Research Methods for Information Design*
Select one (1) from:
PTC 628 Analyzing Social Networks*
PTC 629 Theory and Practice of Social Media*
PTC 698 Designing Social Media

Complete course descriptions can be found in the NJIT Online Catalog at http://catalog.njit.edu/graduate.

*Now or shortly available online.
Courses are subject to change.
√ Take care to select courses in proper order. Check course descriptions, because they state if one course must be taken before (i.e.; is a prerequisite to) another.

IS FINANCIAL AID AVAILABLE EVEN FOR PART-TIME STUDENTS?
Yes, sources of financial aid or tax credits are available at: http://adultlearner.njit.edu/costs.

WHAT IS THE TUITION FOR GRADUATE COURSES?
Use the tuition calculator to see full costs, and the fuel saving calculator to figure how much gas money is saved by studying online, visit: http://adultlearner.njit.edu/costs.

WHERE ARE THE CLASSES OFFERED?
The full credential can be studied online. Customized NJIT degrees and academic certificates can be brought on-site to your company or customized and conducted at a location convenient to a consortium of companies.

CAN THE GRADUATE CERTIFICATE CREDITS BE APPLIED TO AN ADVANCED DEGREE?
Courses in the Graduate Certificate program in Social Media Essentials can be wholly applied to NJIT’s MS in Professional and Technical Communication MS in Information Systems or MS in Business and Information Systems.

HOW DOES THE GRADUATE CERTIFICATE PROGRAM WORK?
In any given year, NJIT offers a new slate of Graduate Certificates, each in a specific area which is in a fast growing and employable profession. Each stand-alone credential is a milestone in its own right and can be a 12-credit springboard to a matching Masters Degree program at NJIT or elsewhere. The credential can be completed in as little as one academic year of part time Study .Many can be studied in whole or in part online. The straightforward and rapid admissions process requires possession of an undergraduate degree with a satisfactory grade point average. A GRE or GMAT score is not a pre-requisite. Depending on the program, courses can be taken online, on campus, or at NJIT extension sites around New Jersey. For a complete list of available Graduate Certificates, please visit http://www.njit.edu/gradcert.

BRINGING A GRADUATE CERTIFICATE TO YOUR COMPANY
Arrangements can be made to bring a Graduate Certificate or Master’s program on-site to your company. A customized Graduate Certificate can also be offered to match your company’s area of technological and managerial specialty. For more information about Company Collaborative Graduate Certificates or enrollment in any of our Graduate Certificates, please contact Continuing Professional Education.

FOR FURTHER INFORMATION:
Division of Continuing Professional Education
1-800-624-9850 (Toll Free)
1-973-596-3060 (New Jersey)
Email: cpe@njit.edu

ON THE WEB:

APPLY ONLINE:
http://adultlearner.njit.edu/admissions