

## GRADUATE CERTIFICATE PROGRAM REPORT

In order to qualify for a graduate certificate, a student must be admitted to the graduate certificate program through the Office of Graduate Admissions.

### Course Credit Requirements for Graduate Certificates:

- All courses must be taken at OU. **No transfer credit will apply.**
- **No course substitutions** are permitted for graduate certificates.
- Coursework applied to a graduate certificate **cannot be more than five years old** as of the semester the graduate certificate is awarded.

Additional limitations and policies for graduate certificates can be found in the [Graduate College Bulletin](#).

This form is due in the Graduate College no later than the final semester of certificate coursework. Please see the [Graduate College website](#) for specific deadlines.

Please type all required information. Do not handwrite. List courses in the order they were/will be completed. Each course, directed reading, independent study, etc. should be listed on a separate line. Include only those courses that will be applied to the certificate.

### GRADUATE CERTIFICATE *in* SOCIAL MEDIA MARKETING

G103

NAME: \_\_\_\_\_

OU ID: \_\_\_\_\_

| COURSE PREFIX & NUMBER | COURSE NAME | HOURS | GRADE | SEMESTER & YEAR |
|------------------------|-------------|-------|-------|-----------------|
|------------------------|-------------|-------|-------|-----------------|

**REQUIRED COURSEWORK:** 12 hours. The capstone course, JMC 5923, is a campaign-based course to be completed in the final semester with a grade of B or higher.

|          |                                                                            |   |  |  |
|----------|----------------------------------------------------------------------------|---|--|--|
| JMC 5093 | Introduction to Research Methods in Mass Communication                     | 3 |  |  |
| JMC 5473 | Social Media Marketing                                                     | 3 |  |  |
| JMC 5873 | Strategic Planning & Brand Strategy                                        | 3 |  |  |
| JMC 5923 | Digital Strategic Communication Campaign (taken as Social Media Marketing) | 3 |  |  |

**TOTAL HOURS:**

**12**

12 hours required

I hereby request approval of my certificate coursework as outlined above. I understand that I am responsible for reviewing the policies and procedures governing graduate study at the University of Oklahoma as published in the [Graduate College Bulletin](#).

Student Signature \_\_\_\_\_

Date \_\_\_\_\_



I have reviewed the above-named student's course of study for the graduate certificate and I recommend approval.

Printed Name of Graduate Liaison \_\_\_\_\_

Graduate Liaison Signature \_\_\_\_\_

Date \_\_\_\_\_

### FOR GRADUATE COLLEGE USE ONLY:

Program effective **Summer 2025**. Semester Admitted/Re-admitted: \_\_\_\_\_

Date Checked: \_\_\_\_/\_\_\_\_/\_\_\_\_ | Earliest Course: \_\_\_\_\_ | Hours Required: \_\_\_\_\_ | OK \_\_\_\_ Problem \_\_\_\_