

SOCIAL MEDIA COMMUNICATION MICROCREDENTIAL/MINOR

Program Director: Jamie M. O'Neil, MFA

Introduction

The Digital Skills: Social Media Communication microcredential and minor prepares students to apply any major to the strategic, promotional power of modern social media platforms. Moving far beyond casual posting, this program transforms students into organizational brand strategists who drive engagement through platform algorithms, viral audience dynamics, and integrated marketing campaigns. Students gain real-world experience in media literacy, public relations strategies, social media storytelling, and digital marketing techniques—learning how to build loyal online communities to accomplish customer conversions or advance social awareness. Upon completion, students earn a verifiable digital badge for platforms like LinkedIn, along with a professional portfolio showcasing real-world media assets tailored to niche audience areas. Paired with any passion or major, this credential connects digital media skills with an entrepreneurial mindset to help organizations leverage the full power of social media.

Advisement

All students enrolled in the microcredential or minor must have an assigned program advisor and are encouraged to contact Professor Jamie O'Neil, Director of Digital Media Arts, to set up their advising plan. Students will work closely with their advisor in the Digital Skills Zone (Old Main, 4th Floor) to map out cross-functional electives, align project deliverables with their specific career goals, and build a demo reel and/or portfolio website that showcases their unique creative voice.

Minor Curriculum

Minors are an important part of the undergraduate curriculum. If students declare a minor by sophomore year, they can usually complete it in a timely manner. Students should work with their advisor to determine if it is possible that the minor can be completed by graduation.

To receive a minor, a student must complete at least 9 credit hours of coursework distinct from their major(s) and from other minors, and students must complete more than 50% of the coursework required for the minor at Canisius. Please note that “ancillary/supporting” courses required for a major may still count as distinct courses as long as the remaining coursework still meets the 30 credit-hours required for a major. For more information about minor policies, please see the Declaring Majors and Minors (<https://catalog.canisius.edu/undergraduate/academics/student-records/declaring-majors-minors/>) page in the catalog.

Code	Title	Credits
Required Courses		
COM 205 or COM 308	Media Literacy Social Media Effects	3
COM 211 or COM 422	Introduction to Integrated Marketing Communication Public Relations Campaigns	3

Advanced Digital Skills Electives 6

Select two of the following:

DMA 212	Professional Practices
DMA 361	TV Studio Production
DMA 380	Social Media Storytelling
DMA 412	Professional Portfolio

Cross Functional Skills Electives 3

Select one of the following:

DMA 201	Introduction to Digital Media
JRN 201	Advanced Multimedia Storytelling
MKT 350	Intro Digital Marketing
MKT 370	Social Media Marketing

Total Credits 15

Microcredential Curriculum

Code	Title	Credits
Required Courses ¹		
COM 205 or COM 308	Media Literacy Social Media Effects	3
COM 211 or COM 422	Introduction to Integrated Marketing Communication Public Relations Campaigns	3
Advanced Digital Skills Electives		6
select two of the following:		
DMA 212	Professional Practices	
DMA 361	TV Studio Production	
DMA 380	Social Media Storytelling	
DMA 412	Professional Portfolio	
Select one of the following:		3
DMA 201	Introduction to Digital Media	
JRN 201	Advanced Multimedia Storytelling	
MKT 350	Intro Digital Marketing	
MKT 370	Social Media Marketing	
Total Credits		15

¹ Students can earn a 6 credit Media Communication Nanocredential by completing COM 205 or COM 308 and COM 211 or COM 422.