

CONTENT STRATEGY, GRADUATE CERTIFICATE

Curriculum

To earn a certificate, students must complete the following four courses:

Course	Title
MS_IDS 407-DL	Information and Content Strategy
MS_IDS 432-DL	Storytelling and Technical Writing
MS_IDS 433-DL	Social Media and Content Curation
MS_IDS 435-DL	Persuasion and Strategic Communication

In some cases, students who have completed equivalent coursework previously may be allowed to replace the required course with another course in the field.

This certificate program can only be completed online.