

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.