

CERTIFICATE IN CONTENT CREATION AND INFLUENCING

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Overview

The Certificate in Content Creation and Influencing equips students with the creative, technical and analytical skills necessary to succeed in today's digital content economy. The certificate is open to students from any major and provides a rigorous grounding in both the practice and critical study of digital content creation.

For students who want focused, career-relevant expertise without the full commitment of a minor, the certificate offers a streamlined pathway into the field. The curriculum balances hands-on production with critical media analysis, preparing students to create compelling, ethically informed content across a range of platforms and industries.

Why Content Creation?

The influencer marketing industry is growing rapidly. University graduates across fields are increasingly expected to understand how to build and manage digital brands, engage online audiences, and produce content that meets professional standards. This certificate prepares students to meet that demand, not just as skilled practitioners, but as critical thinkers who understand the platforms, audiences, and ethical considerations that shape the digital media landscape.

Is the Certificate Right for You?

The Certificate in Content Creation and Influencing is designed to fit into a wide range of academic plans. It may be a particularly strong fit if you:

- Want a substantive grounding in content creation without adding a full minor to your degree plan
- Are pursuing a major in communications, marketing, health sciences, business or any other field where digital content skills are increasingly expected
- Are looking for a credential to complement your primary area of study and strengthen your professional profile
- Plan to pursue roles in the creator economy alongside, or in addition to, your primary career path

The certificate is designed to integrate into your existing course load without displacing your core academic requirements.

Code	Title	Credits
Required Courses		
MSS 245	Media Users and Audiences	3
MSS 442	Content Creators & Influencers	3
JRN 104	Phone Photography and Video	3