

Programs

Social Media, B.A.

(48 credits)

The Bachelor of Arts in Social Media, under the Department of English and Communications, is intended to engage students in three categories of study: theory-based courses, multimedia content creation, and writing courses. Through these categories, the major will develop a strong foundation in communication for students and enhance that with skills to participate in a professional environment, establish a practice of creative expression in a medium of their choosing, and prepare them for the realities of a market-driven professional environment. These categories further allow each student to tailor their pursuit of knowledge to their individual interests while supporting core interdisciplinary competencies. Students will learn to create graphic and written communication targeted for contemporaneously relevant social media platforms.

Upon completing the program of study in Social Media, students will:

- Demonstrate the ability to effectively communicate their ideas through multiple media forms.
- Demonstrate proficiency with industry-standard tools for content distribution.
- Demonstrate an understanding of and proficiency with fundamental art and design principles.
- Demonstrate professionalism in both work ethic and delivery quality.
- Demonstrate the ability to leverage social media platforms for effective marketing and public relations communication.
- Demonstrate an understanding of the ethical concerns related to advertising, public relations, and social media.

MAJOR REQUIREMENTS

REQUIRED CORE (21 credits)

CO 139	Introduction to Digital Video & Audio
CO 229	Introduction to Digital Communications
CO 362	Persuasion
CO 365	Writing for Interactive Media
MG 231	Principles of Marketing
CO 380	Internship
CO 394	Social Media Capstone

FLEXIBLE CORE (27 credits)**Theory**

Select three (9 credits):

AR 216	Arts and Entrepreneurship
CO 141	Public Speaking
CO 220	Sociology of Communications
CO 261	Public Relations
CIS 301	Technology and the Arts
CIS 330	Issues in Computer Ethics
MG 240	Social Entrepreneurship
MG 241	Marketing Research and Strategy

Writing

Select three (9 credits):

BE 135	Business Communications
CO 125	Podcast Writing & Development
CO 210	Creative Copywriting
CO 230	Interactive Marketing on Social Media
CO 263	Social Media Storytelling
CO 267	Social Media Journalism
CO 371	Political Communication in the 21st Century
CO 372	Political Activism on Social Media
EN 143	Introduction to Creative Writing

Media Production

Select three (9 credits):

AR 114	Graphic Design I
AR 201	Introduction to Computer Art
AR 214	Graphic Design II
AR 314	Advanced Graphic Design I
AR 335	Digital Photography I
AR 336	Digital Photography II

CIS 286	Internet and Web Publishing
CO 239	Digital Video & Audio I
CO 339	Digital Video & Audio II