BACHELOR OF ARTS IN SOCIAL MEDIA MANAGEMENT

2023-2024 Degree Requirements

Name		ID#
TOTAL CREDITS F	OR DEGREE: 120	
UNIVERSITY CORE CU	JRRICULUM: 42 cred	dits
Required Fundamental Courses:		
COMM 101 Oral Comm. & Pres.	3 credits	
ENGL 101 College Composition	3 credits	
UNIV 101 City-University Life	3 credits	
Senior Capstone	PRAD 497 3 credits	(PR Agency)
Choose Thematic Core courses in	the following:	
Explore the World - Choice 1	3 credits	
Explore the World - Choice 2	3 credits	
Investigate Science	3 credits	
Investigate Mathematics	3 credits	
Interpret Creative Works	3 credits	
Understand People - Choice 1	3 credits	
Understand People - Choice 2	3 credits	
Succeed in Business	3 credits	
Appreciate & Apply the Arts	3 credits	
Discover Technology	GRID 103 3 credits	(Graphic Design I)
MAJOR REQUIREMENTS: 36 cr.	GENERAL	ELECTIVES: 42 cr.
BMGT 205 Principles of Marketing (3)		
COMM 412 Media Ethics and Responsibilitie (3)		
COMM 418 Comm Law and Regulation (3)		
MKTS 210 Digital Marketing (3)		
MULT 280 Intro to Multimedia (3)		
PHOT 205 Digital Photography (3)		
PRAD 206 Intro to PR/AD (3)		
PRAD 321 PR/AD Writing (3)		
PRAD 306 Social Media Practices (3)		
PRAD 463 Social Media Analytics (3)		
PRAD 453 Social Media Crisis Communicat (3)		
PRAD 473 Social Media Campaigns (3)		

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Program Objectives:

Upon successful completion of this program, a student will be able to:

- 1) Research, write, and edit professional quality social media messages for multiple purposes.
- 2) Demonstrate an understanding of principles of media design, aesthetics, and composition
- 3) Apply ethical and legal principles to social media messaging.
- 4) Create multimedia components for use on social media, including video, audio, and photography
- 5) Critically analyze the quality and effectiveness of social media messages.
- 6) Employ professional-level social media content creation skills to meet client needs.