BACHELOR OF ARTS IN SOCIAL MEDIA MANAGEMENT
2024-2025 Degree Requirements

Name _____ ID# _____

TOTAL CREDITS FOR DEGREE: 120

UNIVERSITY CORE CURRICULUM: 42 credits

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	**(IMC 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.

BMGT 205 Principles of Marketing (3)
COMM 412 Media Ethics and Responsibilities (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)

GENERAL ELECTIVES: 42 cr.

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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.