

BACHELOR OF ARTS IN SOCIAL MEDIA MANAGEMENT

2025-2026 Degree Requirements

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.

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