

Undergraduate Program Requirements

Communication Program Requirements

Currently displaying program requirements for academic year: UNDG 2017-2018 ▼

SocMed&DigitalStratBA17

45 CREDITS REQUIRED TO COMPLETE THE SOCIAL MEDIA AND DIGITAL STRATEGY MAJOR:

TIER ONE COURSEWORK

INTRO COURSES 18cr

Courses: 8/8

Course	Title	Credits	Grade
54-1200	Introduction to Social Media & Digital Strategies	3	C
54-1601	Consumer Behavior	3	C
53-1520	Smartphone/photo	1	C
53-1521	Smartphone/video	1	C
53-1715	Essentials of Interviewing	1	C
36-1010	Fundamentals of Interaction	3	C
36-1420	Scripting for Web and Mobile I	3	C
53-2206	Social Media Ethics	3	C

TIER TWO COURSEWORK

MAJOR CORE 12cr

Courses: 4/4

Course	Title	Credits	Grade
53-2205	Writing for Social Media	3	C
54-2607	Interactive Advertising	3	C
54-2712	Social Media and PR Strategies	3	C
28-2515	Marketing Data Analytics	3	C

Choose courses totaling nine (9) credits from the following list of electives:

MAJOR ELECTIVES 9cr

Courses: 3/4

Course	Title	Credits	Grade
28-2610	Internet and Mobile Business	3	C
28-3501	Marketing Case Studies	3	C
36-2421	Scripting for Web and Mobile II	3	C
36-2606	Interactive Advertising Campaign	3	C

OR 1 of the following:

	54-2906 Interactive Advertising Campaign Development	3	C
53-2116	Blogging: Beyond the Basics	3	C
53-2220	Visual Communication	3	C
53-4523	Social Media Storytelling	1	C

The following course 54-2704 offered FALL only:

54-2704	PR for Arts, Culture & Social Services	3	C
54-3714	Social Change Communications	3	C
54-3810	Brand Strategy	3	C
54-4978	Agency	3	C

TIER THREE COURSEWORK

APPLIED COURSES 6cr Courses: 2/2

Course	Title	Credits	Grade
28-3416	Digital Media Strategies	3	C
53-3610	Social Media and Digital Strategy Practicum	3	C

This page displays information from the OASIS Catalog.

The OASIS system is maintained by the IT department. Program requirement records are maintained by the associate deans in each of their respective schools.