

Undergraduate Program Requirements

Communication Program Requirements

Currently displaying program requirements for academic year: UNDG 2016-2017 ▼

SocialMed&DigitalStra BA

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
OR 1 of the following:			
	53-1200 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
OR 1 of the following:			
	54-2206 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
OR 1 of the following:			
	54-2205 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:			
	54-2606 Interactive Advertising CampaignDevelopment	3	C
53-2116	Blogging: Beyond the Basics	3	C
53-2220	Visual Communication	3	C
53-4523	Social Media Storytelling	1	C
54-2704	PR for Arts, Culture & Social Services	3	C
54-2708	Social Change Communications	3	C
54-3810	Account Planning	3	C
54-3978	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
OR 1 of the following:			
	54-3610 Social Media and Digital Strategy Practicum	3	C
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