

# B.S. Social Media Theory & Strategy Requirements

Kutztown University's B.S. in Social Media Theory & Strategy (SMTS) is a one-of-a-kind program combining Business, English, and Communication Studies. The SMTS boasts a SMASH Lab (Social Media Analytics Strategic Hub); a unique, innovative, collaborative space with access to software and technology only available at select research institutions in the U.S.

## Student Learning Outcomes

1. Analyze and recommend appropriate social media marketing communication options.
2. Design effective social media content strategies.
3. Construct high-quality social media projects in multiple modes.
4. Analyze and interpret patterns and trends in social media data.
5. Apply social media content and structures based on ethical and theoretical approaches.
6. Appraise the benefits and drawbacks of specific social media approaches and platforms.

*Note that all students must achieve 120 undergraduate credits and a minimum 2.0 overall GPA to graduate. The final GPA requirement for Social Media Theory & Strategy is 2.0.*

## Required Social Media Theory & Strategy Core Courses – 21 credits

SMTS 101: Intro. To Social Media Theory & Strategy (3 credits)

MKTG 210: Principles of Marketing (3 credits)

PRWR 250: Writing for Social Media (3 credits)

SMTS/ENGL 314: Social Media Analytics (3 credits)

MKTG 351: Media Concepts & Planning *or* MKTG 362: Digital Marketing (3 credits)

SMTS 380: Capstone (3 credits)

SMTS 390: Social Media Internship (3 credits)

## Ethics Requirement – 3 credits

*Select one course from the following:*

CPSC 150: Ethical, Legal, and Professional Impacts of the Digital Age (3 credits) *or*

CTME 220: Media Law & Ethics in the Digital Age (3 credits) *or*

SMTS 224: Social Media Ethics (3 credits) *or*

MKTG 315: Marketing Ethics in Society (3 credits)

## Social Media Theory and Strategy Electives – 21 credits

### 300-Level Program Electives – 6 credits

*Select two of the following courses:*

*Courses with a prerequisite are bolded and include an asterisk (\*).*

**COMM 305: Theories of Emerging Media\*** (3 credits)

COMM 307: Rhetoric of Visual Media (3 credits)

COMM 311: Crisis Communication (3 credits)

**COMM 319: Integrative Marketing & Communication\*** (3 credits)

**COMM 360: The Digital Self\*** (3 credits)

**CPSC 458: Data Mining & Predictive Analysis\*** (3 credits)  
**CPSC 459: Introduction to Big Data\*** (3 credits)  
**ENGL/PRWR 333: Digital Rhetoric & Writing\*** (3 credits)  
**ENGL/PRWR 339: New Media, Story, Change\*** (3 credits)  
**ENGL 347: Activists Writing Media\*** (3 credits)  
**ENGL 358: Rhetoric of Style\*** (3 credits)  
**MKTG 357: Integrated Marketing Communications\*** (3 credits)  
**MKTG 362: Digital Marketing\*** (3 credits)  
**MKTG 363: Marketing Analytics\*** (3 credits)

### ***200-Level Program Electives – 9 credits***

*Select three of the following courses:*

*Courses with a prerequisite are bolded and include an asterisk (\*).*

COMM 212: Intro. To Mass Communication (3 credits)  
**COMM 243: Social Games and Communication\*** (3 credits)  
**COMM 245: New Media & Communication\*** (3 credits)  
**CPSC 220: Object-Oriented Multimedia Programming\*** (3 credits)  
PRST 210: Entrepreneurship (3 credits)  
**PRWR 216: Writing for Public Relations\*** (3 credits)  
PRWR 321: Information Design (3 credits)

### ***Additional Program Electives – 6 credits***

*Select two of the following courses:*

ARTH 27: History of Animation, Game Art, & Interactive Media (3 credits)  
CODS 160: Historical Survey of Graphic Design A (3 credits)  
CODS 161: Historical Survey of Graphic Design B (3 credits)  
CPSC 105: Data Visualization (3 credits)  
CPSC 120: Intro. To Creative Graphic Coding (3 credits)  
CPSC 122: Client-side Web Development (3 credits)  
CPSC 125: Discrete Math for Comp I (3 credits)  
PRWR 120: Technical Writing & Communication (3 credits)

### **University Electives – 33 credits**

*If both MKTG courses are taken in the Required Core section, the second course will be placed in the SMTS Major Electives section; similarly, if any additional ethics course is taken in the Ethics section, it will be placed in the SMTS Major Electives section.*

**Program Plan Code:** BS\_SOMS

**Effective Date:** Spring 2023



# B.S. Social Media Theory & Strategy Checksheet

Student Name:

Student ID Number:

This checksheet provides a mechanism for students and advisors to keep track of a student's progress in the program. Please refer to the program requirements for more details regarding options.

*Note that all students must achieve 120 undergraduate credits and a minimum 2.0 overall GPA to graduate. The final GPA requirement for Social Media Theory & Strategy is 2.0.*

## Required Social Media Theory & Strategy Core Courses – 21 credits

SMTS 101: Intro to Social Media Theory & Strategy	3 credits	Grade:
MKTG 210: Principles of Marketing	3 credits	Grade:
PRWR 250: Writing for Social Media	3 credits	Grade:
SMTS/ENGL 314: Social Media Analytics	3 credits	Grade:
a. MKTG 351: Media Concepts & Planning or b. MKTG 362: Digital Marketing	3 credits	Grade:
SMTS 380: Capstone	3 credits	Grade:
SMTS 390: Social Media	3 credits	Grade:
<b>Total Credits</b>	<b>21 total credits</b>	

## Ethics Requirement – 3 credits

*Refer to the program requirement sheet for course selection.*

Course 1:	3 credits	Grade:
<b>Total Credits</b>	<b>3 total credits</b>	

## SMTS Major Electives – 21 credits

*Select 7 courses from the Major Electives section of the program requirement sheet.*

*Two courses must be at the 300-level or above and three other courses must be at the 200-level or above.*

300-level:	3 credits	Grade:
300-level:	3 credits	Grade:
200-level:	3 credits	Grade:
200-level:	3 credits	Grade:
200-level:	3 credits	Grade:
Elective:	3 credits	Grade:
Elective:	3 credits	Grade:
<b>Total Credits</b>	<b>21 total credits</b>	

## University Electives – 33 credits

*While most courses are 3 credits, students are welcome to enroll in courses of greater or fewer credits.*

*University Electives must total 33 credits.*

Course 1:	3 credits	Grade:
Course 2:	3 credits	Grade:
Course 3:	3 credits	Grade:
Course 4:	3 credits	Grade:
Course 5:	3 credits	Grade:
Course 6:	3 credits	Grade:
Course 7:	3 credits	Grade:
Course 8:	3 credits	Grade:
Course 9:	3 credits	Grade:
Course 10:	3 credits	Grade:
Course 11:	3 credits	Grade:
<b>Total Credits</b>	<b>33 total credits</b>	

### Summary of Graduation Requirements

Total credits from major courses	<b>45</b>
Total credits from general education program	<b>42-45</b>
Total credits from university electives	<b>33</b>
<b>Minimum total credits to graduate</b>	<b>120</b>
<b>Minimum overall GPA</b>	<b>2.0</b>
<b>Minimum GPA in major program</b>	<b>2.0</b>

*If both MKTG courses are taken in Required section, the second course will be placed in the SMTS Major Electives section; similarly, if any additional ethics course is taken in the Ethics section, it will be placed in the SMTS Major Electives section.*

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# B.S. Social Media Theory & Strategy 8-Semester Planner

Student Name:

Student ID:

*Each semester listed below provides information including course categories, typical credit hours (CH.), and space to add specific course selections. This planner is only a suggested path. Consult with your program advisor regarding your unique plans and interests as you make choices about your schedule.*

## **First Semester Plan**

Gen Ed	FYSM 100, First Year Seminar	3 CH.	FYSM 100:
Gen Ed	Category A1, COMP 100-Level	3 CH.	Selection:
Gen Ed	Category B, C, or D	3 CH.	Selection:
Gen Ed	Category B, C, or D	3 CH.	Selection:
Major	SMTS 101: Intro to Social Med. Theory & Strat.	3 CH.	Selection:
<b>Total</b>		<b>15 CH.</b>	

## **Second Semester Plan**

Gen Ed	Category A2, COMP 200-Level	3 CH.	Selection:
Gen Ed	Category B, C, or D	3 CH.	Selection:
Gen Ed	Category B, C, or D	3 CH.	Selection:
Major	Ethics Requirement: CPSC 150 or SMTS 224 or MKTG 315 or CTME 220	3 CH.	Selection:
Major	MKTG 210: Principles of Marketing	3 CH.	Selection:
<b>Total</b>		<b>15 CH.</b>	

## **Third Semester Plan**

Gen Ed	Category A3, Comm. with the World (Speaking)	3 CH.	Selection:
Gen Ed	Category B, C, or D	3 CH.	Selection:
Major	PRWR 250: Writing for Social Media	3 CH.	Selection:
Major	SMTS/ENGL 314: Social Media Analytics	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
<b>Total</b>		<b>15 CH.</b>	

## **Fourth Semester Plan**

Gen Ed	Category A4	3 CH.	Selection:
Gen Ed	Category B, C, or D	3 CH.	Selection:
Major	MKTG 351 or MKTG 362	3 CH.	Selection:
Major	Major Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
<b>Total</b>		<b>15 CH.</b>	

***Fifth Semester Plan***

Gen Ed	Category B, C, or D	3 CH.	Selection:
Gen Ed	Category B, C, or D	3 CH.	Selection:
Major	Major Elective	3 CH.	Selection:
Major	Major Elective 200-Level	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
<b>Total</b>		<b>15 CH.</b>	

***Sixth Semester Plan***

Gen Ed	Category B, C, or D	3 CH.	Selection:
Major	Major Elective 200-Level	3 CH.	Selection:
Major	Major Elective 200-Level	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
<b>Total</b>		<b>15 CH.</b>	

***Seventh Semester Plan***

Major	SMTS 380: Social Media Internship	3 CH.	Selection:
Major	Major Elective 300-Level	3 CH.	Selection:
Major	Major Elective 300-Level	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
<b>Total</b>		<b>15 CH.</b>	

***Eighth Semester Plan***

Major	SMTS 380: Capstone	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
<b>Total</b>		<b>15 CH.</b>	

***Additional Notes:***

*Refer to the Program Requirement Sheet for course selections.*

**Program Plan Code:** BS\_SOMS

**Effective Date:** Spring 2023