



Social Media Theory & Strategy Minor Requirements

The minor in Social Media Theory & Strategy (SOMS), is a one-of-a-kind program combining Business, English, and Communication Studies. Through this minor, you will discover creative ways social media expertise is applied to meet strategic business objectives with digital marketing techniques that boost sales, create brand loyalty, and promote social change.

Student Learning Objectives

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.

Program Requirements: 18 credits. The final GPA requirement for the Minor in Social Media Theory & Strategy is 2.0.

Required Social Media Theory & Strategy Core Courses – 9 credits

SMTS 101 Intro to Social Media Theory and Strategy (3 credits)

MKTG 210 Principles of Marketing (3 credits)

PRWR 250 Writing for Social Media (3 credits)

Social Media Theory & Strategy Electives – 9 credits

Take 3 courses. At least one of the courses must be at 200-level or above. Courses with an asterisk and in bold have prerequisites.

ARTH 27 History of Animation, Game Art, and Interactive Media (3 credits)

CODS 160 Historical Survey of Graphic Design A (3 credits)

CODS 161 Historical Survey of Graphic Design B (3 credits)

COMM 212 Intro to Mass Communication (3 credits)

***COMM 243 Social Games and Communication** (3 credits)

***COMM 245 New Media and Communication** (3 credits)

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

COMM 307 Rhetoric of Visual Media

CPSC 105 Data Visualization (3 credits)

CPSC 120 Intro to Creative Graphic Coding (3 credits)

CPSC 122 Client-side Web Development (3 credits)

ENGL 347 Activists Writing Media (3 credits)

***ENGL/PRWR 333 Digital Rhetoric and Writing** (3 credits)

***ENGL/PRWR 339 New Media, Story, Change** (3 credits)

MKTG 351 Media Concepts and Planning (3 credits)

MKTG 362 Digital Marketing (3 credits)

MKTG 363 Marketing Analytics (3 credits)

PRST 210 Entrepreneurship (3 credits)

PRWR 120 Technical Writing and Communication (3 credits)

***SMTS XXX Any SMTS prefix course (except 380 and 390)** (3 credits)

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

***CPSC 220 Object-Oriented Multimedia Programming** (3 credits)

Program Plan Code: SOMS

Effective Date: Spring 2023

KU Social Media Theory & Strategy Minor Check Sheet

Student Name:

Student ID Number:

This check sheet 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.

Program Requirements: 18 credits. The final GPA requirement for Social Media Theory & Strategy Minor is 2.0.

Required Social Media Theory & Strategy Core Courses - 9 credits

SMTS 101: Intro to Social Media Theory and Strategy	3 credits	Grade:
MKTG 210: Principles of Marketing	3 credits	Grade:
PRWR 250: Writing for Social Media	3 credits	Grade:
Total Credits	9 total credits	

Electives - 9 credits

Course 1:	3 credits	Grade:
Course 2:	3 credits	Grade:
200-level or above:	3 credits	Grade:
Total Credits	9 total credits	

Program Plan Code: SOMS

Effective Date: Spring 2023