

STUDENT:



STUDENT ID NUMBER:

COLLEGE OF VISUAL AND PERFORMING ARTS • BS • SOCIAL MEDIA THEORY AND STRATEGY

Program Code: UVPASMS

Version: 2178

Effective Date: August 28, 2017

GENERAL EDUCATION

I. UNIVERSITY CORE (12 credits)	RC	CR	GR
A. Oral Communication: COM 010 or above			
COURSE: COM 105 (suggested)	3		
B. Written Communication: ENG 023, 024, or 025			
COURSE:	3		
C. Mathematics: MAT 017 or above			
COURSE:	3		
D. Wellness: Any 3-credit HEA course			
COURSE:	3		

II. UNIVERSITY DISTRIBUTION (15 credits)	RC	CR	GR	CAC
A. Natural Sciences: Any lab or non-lab course with prefix AST, BIO, CHM, ENV, GEL, MAR, NSE, or PHY; or certain GEG courses (see note at right)				
COURSE:	3			
B. Social Sciences: Any course with prefix ANT, CRJ, ECO, HIS, INT, MCS, POL, PSY, SOC, SSE, or SWK; or certain GEG courses (see note at right)				
COURSE:	3			
C. Humanities: Any course with prefix ENG, HUM, PAG, PHI, WGS, WRI, or Modern Language				
COURSE:	3			
D. Arts: Any course with prefix ARC, ARH, ART, CDE, CDH, CFT, DAN, FAR, FAS, MUP, MUS, or THE				
COURSE:	3			
E. Free Elective: Any course carrying university credit				
COURSE:	3			

III. COMPETENCIES ACROSS THE CURRICULUM	RC	CR	GR	CAC
A. Writing Intensive (WI) (9 credits)				
COURSE:	3			WI
COURSE:	3			WI
COURSE:	3			WI
B. Quantitative Literacy (QL) (3 credits) Computer-Intensive (CP) (3 credits)				
COURSE:	3			
C. Visual Literacy (VL) (3 credits) Communication-Intensive (CM) (3 credits)				
COURSE:	3			
D. Cultural Diversity (CD) (3 credits)				
COURSE:	3			CD
E. Critical Thinking (CT) (3 credits)				
COURSE:	3			CT

A Competency Across the curriculum (CAC) course is not a separate course, but rather an overlay that is "double counted" as fulfilling both the CAC requirement and another requirement in either General Education (except for the University core) the major, or the minor.

RC = Minimum required number of credits
 CR = Credits earned (fill in number of credits)
 GR = Grade earned (fill in letter grade)
 CAC = Competency Across the Curriculum (fill in designation)

NOTE: GEG courses with a lab and 040, 322, and 323 may be used in II.A., and GEG courses 040, 204, 274, 305, 322, 323, 324, 347, 380, and 394 may NOT be used in II.B.

IV. COLLEGE DISTRIBUTION (15 credits)	RC	CR	GR	CAC
A. Mathematics (3 credits): MAT 017 or above				
COURSE: MAT 105 (suggested)	3			
B. Social Science (3 credits): Any course with prefix ANT, CRJ, ECO, HIS, INT, MCS, POL, PSY, SOC, SSE, or SWK; or certain GEG courses (see note at right)				
COURSE: ECO 11 (suggested)	3			
C. Arts and/or Humanities (9 credits): Any course with prefix ARC, ARH, ART, CDE, CDH, CFT, DAN, ENG, FAR, FAS, HUM, MUS, MUP, PAG, PHI, THE, WGS, WRI, or Modern Language				
COURSE:	3			
COURSE:	3			
COURSE:	3			

Advisor Notes:

Department of Communication Studies
Kutztown University

PROGRAM: UVPASMS

Version Number: 2178

Effective Date: August 28, 2017

SOCIAL MEDIA THEORY AND STRATEGY – MAJOR PROGRAM

I. REQUIRED CORE: (24 credits)	CR	GR	GE	CAC
SMS 101: Intro to Social Media Theory & Strategy	3			
MKT 210: Principles of Marketing	3			
WRI 250: Writing for Social Media	3			
COM 305: Theories of Emerging & Social Media	3			
ENG/COM 314: Social Media Analytics	3			
MKT 351: Social Media Concepts & Planning	3			
SMS/COM 224: Social Media Ethics –or- MKT 315: Marketing Ethics in Society	3			
COM 245: New Media & Communication –or- ENG/WRI 333: Digital Rhetoric & Writing	3			

II. PROGRAM ELECTIVES: (24 credits) Choose from lists on right	CR	GR	GE	CAC
GROUP A (THEORY)-(12 credits)				
Group A course:	3			
Group A course:	3			
Group A course:	3			
Group A course:	3			
GROUP B (STRATEGY)-(12 credits)				
Group B course:	3			
Group B course:	3			
Group B course:	3			
Group B course:	3			

III. SENIOR EXPERIENCE (6 credits)	CR	GR	GE	CAC
SMS 380: Social Media Internship	3			
SMS 390: Capstone	3			

IV. FREE ELECTIVES (24 credits) – Any course carrying university credit and not used elsewhere in the program.

Suggestions:

- Students are encouraged to work toward a minor.
- Students may complete additional internship credits.
- Students may select additional courses from Section II. Restricted Electives.

Course:	3			
Course:	3			
Course:	3			
Course:	3			
Course:	3			
Course:	3			
Course:	3			

GROUP A (THEORY) PROGRAM ELECTIVES

CDH 150CD: Historical Survey of Graphic Design A	3
CDH 151CD: Historical Survey of Graphic Design B	3
COM 245: New Media & Communication*	3
COM 360: The Digital Self	3
ENG 316: Rhetoric, Democracy, Advocacy	3
ENG 358: Rhetoric of Style	3
MAT 123: Discrete Math	3
MKT 315: Marketing Ethics in Society**	3
PRO 210: Entrepreneurship	3
SMS/COM 224: Social Media Ethics**	3

GROUP B (STRATEGY) PROGRAM ELECTIVES

CSC 020CPVL: Computer Graphics	3
CSC 120CPVL: Intro Creative Graphic Coding	3
CSC 122: Website Design	3
CSC 220CPVL: Object-Oriented Multimedia Programming	3
ENG 318: Activists Writing Media	3
ENG/WRI 333: Digital Rhetoric & Writing*	3
ENG/WRI 339 New Media, Story, Change	3
MKT 362: e-Commerce Marketing	3
WRI 216: Writing for Public Relations	3
WRI 220: Technical Writing & Communication	3
WRI 226: Desktop Publishing	3
WRI 321: Information Design	3

*Note: Students are required to take *either* COM 245 or ENG/WRI 333 in Section I. Required Core. Students are free to take *both* courses and use one within the appropriate group of Section II. Restricted Electives.

**Note: Students are required to take either SMS/COM 224 or MKT 315 in Section I. Required Core. Students are free to take *both* courses and use one within the appropriate group of Section II. Restricted Electives.

Four-Year Program Plan

Program: **B.S.-Social Media Theory and Strategy**

FIRST YEAR					
Fall Semester			Spring Semester		
Course	Title	Credits	Course	Title	Credits
MAT 105	College Algebra	3	COM 010	Fundamentals of Oral Communication	3
ENG 23	College Composition	3		Any Natural Science	3
	Any Humanities Course	3		Any Social Science	3
SMS 101	Intro to Social Media Theory and Strategy	3	SMS/COM 224	Social Media Ethics	3
ECO 010	Introduction to Economics	3		Any Arts or Humanities	3
Total		15	Total		15

SECOND YEAR					
Fall Semester			Spring Semester		
Course	Title	Credits	Course	Title	Credits
HEA 102	Introduction to Health and Wellness	3	COM 245	New Media and Communication	3
MAT 140	Applied Statistical Methods	3	ENG/WRI 333	Digital Rhetoric and Writing	3
	Any Arts or Humanities	3	SMS xxxA	Any Group A SMS class	3
MKT 210	Principles of Marketing	3	SMS xxxB	Any Group B SMS class	3
SMS xxxA	Any Group A SMS class	3		Free Elective/Any course	3
				Any Arts course	3
Total		15	Total		18

Either/or

THIRD YEAR					
Fall Semester			Spring Semester		
Course	Title	Credits	Course	Title	Credits
WRI 250	Writing for Social Media	3	ENG/COM 314	Social Media Analytics	3
COM 305	Theories of Emerging and Social Media	3	SMS xxxB	Any Group B SMS course	3
SMS xxxA	Any Group A SMS course	3		Free Elective/Any course	3
	Free Elective/Any course	3		Free Elective/Any course	3
	Free Elective/Any course	3		Free Elective/Any course	3
Total		15	Total		15

FOURTH YEAR					
Fall Semester			Spring Semester		
Course	Title	Credits	Course	Title	Credits
SMS xxxA	Any Group A SMS course	3	SMS 390	Capstone	3
SMS xxxB	Any Group B SMS course	3	SMS 380	Social Media Internship	3
MKT 351	Social Media Concepts & Planning	3	SMS xxxB	Any Group B SMS course	3
	Free Elective/Any course	3		Free Elective/Any course	3
	Free Elective/Any course	3		Free Elective/Any course	3
Total		15	Total		15