


NAME Social Media Theory & Strategy	
EFFECTIVE DATE FALL 2018	
GENERAL EDUCATION VERSION 2188	

KUTZTOWN

UNIVERSITY

DEGREE REQUIREMENTS

GENERAL EDUCATION

Student Learning Outcomes (SLO)

Upon completion of the requirements for the General Education Program, students will be able to:

- 1 communicate clearly and effectively orally and in writing.
- 2 apply scientific and quantitative reasoning to solve problems and increase knowledge.
- 3 apply skills in critical analysis and reasoning for the interpretation of data.
- 4 engage critically with creative or artistic works.
- 5 demonstrate the ability to retrieve, interpret, evaluate, and use information.
- 6 analyze the role of values, ethics, diversity, and multiple perspectives in local and global society.
- 7 demonstrate an understanding of various models for the development of the whole person.
- 8 explore concepts, ideas, and methods from a variety of disciplines.

Use this checklist to plan your degree program. Meet every semester with your academic advisor to be sure that you are taking courses that are required to attain the degree you are seeking. Discuss your goals and choose courses that will help you to attain them. Get the most out of your education by taking advantage of everything that Kutztown University has to offer.

TOTAL GENERAL EDUCATION CREDITS 42-45

FIND A FULL EXPLANATION OF THE GENERAL EDUCATION PROGRAM AT WWW.KUTZTOWN.EDU

First Year Seminar: Discovering College	CREDITS REQUIRED 3
THESE COURSES MEET SLO 5 & 7	CREDITS EARNED:

COURSE NUMBER	COURSE NAME	GR	CR
FYS 100	First Year Seminar		

TRANSFER STUDENTS TRANSFERRING 30 CREDITS OR MORE AND NOT TRANSFERRING AN FYS OR FYE COURSE MAY SELECT ANY APPROVED GENERAL EDUCATION COURSE TO MEET THEIR FYS REQUIREMENT.

TRANSFER ELECTIVE:

A Communicating With And About the World	CREDITS REQUIRED 12
THESE COURSES MEET SLO 1 & 5	CREDITS EARNED:

COURSE NUMBER	COURSE NAME	GR	CR
1	COMPOSITION 100 LEVEL CMP 1__		
2	COMPOSITION 200 LEVEL CMP 2__		
3	SPEAKING		
4	ANY WRITING (A2) OR SPEAKING COURSE (A3) OR FROM THE APPROVED LIST		

COURSES IN CATEGORIES B, C & D MUST BE TAKEN OUTSIDE THE STUDENT'S MAJOR. THE MAJOR IS DEFINED AS THE PREFIX THAT IDENTIFIES THE MAJOR. CONCOMITANT REQUIREMENTS MAY BE TAKEN TO MEET GENERAL EDUCATION REQUIREMENTS.

B Understanding Self & Others	CREDITS REQUIRED 9
THESE COURSES MEET SLO 3 & 6	CREDITS EARNED:

COURSE NUMBER	COURSE NAME	GR	CR
1			
2			
3			

C Understanding Science & Technology	CREDITS REQUIRED 9-12
THESE COURSES MEET SLO 2 & 3	CREDITS EARNED:

COURSE NUMBER	COURSE NAME	GR	CR
1	SCIENTIFIC INQUIRY		
2	QUANTITATIVE REASONING		
3	ANY COURSE APPROVED FOR C1 OR C2		

D Understanding & Creating Ideas	CREDITS REQUIRED 9
THESE COURSES MEET SLO 4 & 6	CREDITS EARNED:

COURSE NUMBER	COURSE NAME	GR	CR
1			
2			
3			

Department of Communication Studies
Kutztown University

PROGRAM: UVPASMS

Effective Date: August 2018

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: 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: Capstone	3			
SMS 390: Social Media Internship	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			
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: Writing & Editing for Online Publications	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.

The following courses are suggested to meet your General Education requirements:

Course	GE Category	Completed
Eco 10, 11 or 12	II. B	_____
MAT 105	II. C 2	_____
MAT except MAT 3	II C 3	_____

Four-Year Program Plan

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

FIRST YEAR					
Fall Semester			Spring Semester		
Course	Title	Credits	Course	Title	Credits
Gen Ed elective	Category C2	3	COM 010	Fundamentals of Oral Communication	3
COMP 100	Effective Composition	3	Gen Ed elective	Category C1	3
FYS 100	First Year Seminar	3	Gen Ed elective	Category D	3
SMS 101	Intro to Social Media Theory and Strategy	3	COM 212	Intro to Mass Communication	3
ECO 010	Introduction to Economics	3	COMP 200	Research and Composition	3
Total		15	Total		15

SECOND YEAR					
Fall Semester			Spring Semester		
Course	Title	Credits	Course	Title	Credits
Gen Ed elective	Category B	3	COM 245 -or- ENG 333	New Media and Communication -or- Digital Rhetoric and Writing	3
Gen Ed elective	Category C3	3	SMS xxxA	Any Group A SMS class	3
Gen Ed elective	Category D	3	SMS xxxB	Any Group B SMS class	3
MKT 210	Principles of Marketing	3	SMS xxxA	Any Group A SMS class	3
SMS/COM 224	Social Media Ethics	3	Gen Ed elective	Category D	3
Total		15	Total		15

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	Gen Ed elective	Category B	3
Gen Ed elective	Category A	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