

NAME	EFFECTIVE DATE AUGUST 27, 2018
ID NUMBER	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.

Completion of the KU General Education program will give students opportunities to:

- 8 explore concepts, ideas, and methods from a variety of disciplines.

Use this checksheet to plan your degree program. Meet every semester with your academic advisor to be sure that you are taking courses that are required to obtain 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](http://WWW.KUTZTOWN.EDU)

<b>First Year Seminar: Discovering College</b>	CREDITS REQUIRED	<b>3</b>
THIS COURSE MEETS SLO <b>5</b> & <b>7</b>	CREDITS EARNED:	

COURSE NUMBER	COURSE NAME	CR	GR
FYS 100	First Year Seminar		

TRANSFER STUDENTS TRANSFERRING 15 CREDITS OR MORE AND NOT TRANSFERRING AN FYS OR FYE COURSE MAY SELECT ANY ADDITIONAL COURSE FROM SECTIONS A, B, C, OR D TO MEET THEIR FYS REQUIREMENT

TRANSFER ELECTIVE:

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

COURSE NUMBER	COURSE NAME	CR	GR
<b>1</b>	COMPOSITION 100 LEVEL CMP 1__		
<b>2</b>	COMPOSITION 200 LEVEL CMP 2__		
<b>3</b>	SPEAKING		
<b>4</b>	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>B</b>	<b>Understanding Self &amp; Others</b>	CREDITS REQUIRED	<b>9</b>
	THESE COURSES MEET SLO <b>3</b> & <b>6</b>	CREDITS EARNED:	

COURSE NUMBER	COURSE NAME	CR	GR
<b>1</b>			
<b>2</b>			
<b>3</b>			

<b>C</b>	<b>Understanding Science &amp; Technology</b>	CREDITS REQUIRED	<b>9-12</b>
	THESE COURSES MEET SLO <b>2</b> & <b>3</b>	CREDITS EARNED:	

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

<b>D</b>	<b>Understanding &amp; Creating Ideas</b>	CREDITS REQUIRED	<b>9</b>
	THESE COURSES MEET SLO <b>4</b> & <b>6</b>	CREDITS EARNED:	

COURSE NUMBER	COURSE NAME	CR	GR
<b>1</b>			
<b>2</b>			
<b>3</b>			

Program Code UVPASMS	<b>COLLEGE OF VISUAL AND PERFORMING ARTS</b>	
Effective Date Fall 2021	<b>B. S. SOCIAL MEDIA THEORY AND STRATEGY - Major</b>	
Version 2218	Student Name	Student ID

<b>I. REQUIRED CORE: (30 credits)</b>		CR	GR
SMS 101: Intro to Social Media Theory & Strategy	3		
COM 212: Intro to Mass Communication	3		
MKT 210: Principles of Marketing	3		
COM 245: New Media and Communication	3		
WRI 250: Writing for Social Media	3		
ENG/COM 314: Social Media Analytics	3		
SMS 316: Advanced Social Media Analytics	3		
SMS 322: User Experience Research & Design	3		
ENG/WRI 333: Digital Rhetoric & Writing	3		
MKT 351: Media Concepts & Planning	3		

<b>II. ETHICS: (3 credits)</b>		CR	GR
SELECT <b>ONE</b> ETHICS COURSE FROM BELOW:			
CSC 150: Ethical, Legal, and Professional Impacts of the Digital Age	3		
CTM 220: Media Law & Ethics in Digital Age	3		
COM/SMS 224: Social Media Ethics	3		
MKT 315: Marketing Ethics in Society	3		

<b>III. INDUSTRY/BUSINESS: (6 credits)</b>		CR	GR
SELECT <b>TWO</b> COURSES FROM BELOW:			
COM 311: Crisis Communication	3		
COM 319: Integrative Marketing & Communication	3		
ENG 347: Activists Writing Media	3		
MKT 362: Digital Marketing	3		
PRO 210: Entrepreneurship	3		

<b>IV. ACADEMIC/THEORY: (6 credits)</b>		CR	GR
SELECT <b>TWO</b> COURSES FROM BELOW: (At least one course must be at the 300-level)			
ARH 27: History of Animation, Game Art, & Interactive Media	3		
CDE 160: Historical Survey of Graphic Design A	3		
CDE 161: Historical Survey of Graphic Design B	3		
COM 305: Theories of Emerging & Social Media	3		
COM 360: The Digital Self	3		
ENG/WRI 339: New Media, Story, Change	3		
ENG 358: Rhetoric of Style	3		
Any SMS (odd):	3		

<b>V. TECHNICAL: (3 credits)</b>		CR	GR
SELECT <b>ONE</b> COURSE FROM BELOW:			
CSC 105: Data Visualization	3		
CSC 120: Intro to Creative Graphic Coding	3		
CSC 122: Website Design	3		
CSC 125: Discrete Math for Comp I	3		
CSC 220: Object-Oriented Multimedia Programming	3		
WRI 120: Technical Writing & Communication	3		
Any SMS (even):	3		

<b>VI. SENIOR EXPERIENCE (6 credits)</b>		CR	GR
SMS 380: Capstone	3		
SMS 390: Social Media Internship	3		

<b>VII. FREE ELECTIVES (24 credits)</b>		CR	GR
<i>Students are encouraged to use their VII. Free Electives to earn a minor or take additional coursework from III., IV., and/or V.</i>			
Course :	3		
Course :	3		
Course :	3		
Course :	3		
Course :	3		
Course :	3		
Course :	3		
Course :	3		

DEGREE REQUIREMENTS	CR	X		CR	X
GENERAL EDUCATION	42		CAT V	3	
CORE	30		CAPSTONE	3	
CAT II	3		INTERNSHIP	3	
CAT III	6		FREE ELECTIVES	24	
CAT IV	6		TOTAL	120	

**Eight Semester Plan  
Social Media theory and Strategy Program**

<b>First Year – Fall</b>		<b>Credits</b>
SMS 101	Intro to Social Media	3
CMP 100	Effective Composition	3
FYS 100	First Year Seminar	3
ECO 010	Cat B Gen Ed	3
Gen Ed	Cat C2	3
	<b>TOTAL</b>	<b>15</b>

<b>First Year – Spring</b>		<b>Credits</b>
COM 10	Cat A3	3
COM 212	Intro to Mass Media	3
CMP 200	Research and Comp	3
Gen Ed	Cat C1	3
Gen Ed	Cat D	3
	<b>TOTAL</b>	<b>15</b>

<b>Second Year – Fall</b>		<b>Credits</b>
COM 245	New Media & Comm	3
SMS Cat IV	Cat IV Selection	3
Gen Ed	Cat B	3
Gen Ed	Cat A4	3
	Free Elective	3
	<b>TOTAL</b>	<b>15</b>

<b>Second Year – Spring</b>		<b>Credits</b>
MKT 210	Intro to Marketing	3
II Ethics	SMS Cat II - Ethics course	3
SMS 322	UX Research & Design	3
SMS Cat V	SMS Cat V Selection	3
Gen Ed	Cat D	3
	<b>TOTAL</b>	<b>15</b>

<b>Third Year -- Fall</b>		<b>Credits</b>
SMS 314	Social Media Analytics	3
WRI 250	Writing for Social Media	3
SMS Cat III	SMS Cat III Selection	3
Gen Ed	Cat C3	3
	Free Elective	3
	<b>TOTAL</b>	<b>15</b>

<b>Third Year – Spring</b>		<b>Credits</b>
SMS 316	Adv. Social Media Analyti	3
ENG/WRI 333	Digital Rhetoric & Writing	3
SMS Cat IV	SMS Cat IV Selection	3
Gen Ed	Cat B	3
Gen Ed	Cat D	3
	<b>TOTAL</b>	<b>15</b>

<b>Fourth Year -- Fall</b>		<b>Credits</b>
SMS 390	SMS Internship	3
SMS Cat III	SMS Cat III Selection	3
MKT 351	Media Concepts & Plan	3
	Free Elective	3
	Free Elective	3
	<b>TOTAL</b>	<b>15</b>

<b>Fourth Year -- Spring</b>		<b>Credits</b>
SMS 380	SMS Capstone	3
	Free Elective	3
	Free Elective	3
	Free Elective	3
	Free Elective	3
	<b>TOTAL</b>	<b>15</b>