PROGRAM CODE	COLLEGE OF VISUAL AND PERFORMING ARTS
UVPASMS	
EFFECTIVE DATE	SOCIAL MEDIA THEORY AND STRATEGY
January 23, 2023	BACHELOR OF SCIENCE
VERSION NUMBER	
2232	

STUDENT: **STUDENT ID NUMBER:**

Program Requirements (21 s.h.)

REQUIRED CORE COURSES	CR	GRADE
SMS 101 INTRO TO SOCIAL MEDIA THEORY & STRATEGY	3	
MKT 210 PRINCIPLES OF MARKETING	3	
WRI 250 WRITING FOR SOCIAL MEDIA	3	
SMS/ENG 314 SOCIAL MEDIA ANALYTICS	3	
MKT 351 MEDIA CONCEPTS & PLANNING** -OR- MKT 362 DIGITAL MARKETING**	3	
SMS 380 CAPSTONE	3	
SMS 390 SOCIAL MEDIA INTERNSHIP	3	

Major Electives (21 s.h.) *Select any 7 courses from the list below; two courses must be at the 300-level or above & three other courses must be at the 200-level or above*

COURSE	CR	GRADE
300-level	3	
300-level	3	
200 level or above	3	
200 level or above	3	
200 level or above	3	
Any level course	3	
Any level course	3	

**If both MKT courses are taken in Required section, the second course will be placed in the SMS COURSES section; Similarly, if any additional ethics course is taken in the Ethics section, it will be placed in the SMS Course section.

Ethics Requirement (3 s.h.)
Select ONE course from the list below

COURSE	CR	GRADE
CSC 150: Ethical, Legal, and Professional Impacts of the Digital Age -OR- CTM 220: Media Law & Ethics in Digital Age –OR- COM/SMS 224: Social Media Ethics –OR- MKT 315: Marketing Ethics in Society	3	

Free Electives (33 s.h.)
While most courses are 3-credits, students are welcome to enroll in courses of greater or fewer credits. Free Electives MUST total 33-credits.

COURSE	CR	GRADE
	3	
	3	
	3	
	3	
	3	
	3	
	3	
	3	
	3	
	3	
	3	

Major Electives:

ARH 27: History of Animation, Game Art, & Interactive Media
CDE 160: Historical Survey of Graphic Design A
CDE 161: Historical Survey of Graphic Design B
COM 212: Intro to Mass Communication
*COM 243: Social Games and Communication
*COM 245: New Media & Communication
*COM 305: Theories of Emerging Media
COM 307: Rhetoric of Visual Media
COM 311: Crisis Communication
*COM 319: Integrative Marketing & Communication

*COM 360: The Digital Self
CSC 105: Data Visualization
CSC 120: Intro to Creative Graphic Coding
CSC 122: Client-side Web Development
CSC 125: Discrete Math for Comp I
*CSC 220: Object-Oriented Multimedia Programming
*CSC 458: Data Mining & Predictive Analysis
*CSC 459: Introduction to Big Data
*ENG/WRI 333: Digital Rhetoric & Writing
*ENG/WRI 339: New Media, Story, Change
*ENG 347: Activists Writing Media
*ENG 358: Rhetoric of Style

*MKT 357: Integrated Marketing Communications
*MKT 362: Digital Marketing
*MKT 363: Marketing Analytics
PRO 210: Entrepreneurship
*SMS xxx: Any SMS prefix not found in I. or II.
WRI 120: Technical Writing & Communication
*WRI 216: Writing for Public Relations
*WRI 226: Newsletter Writing & Design
*WRI 321: Information Design
*The noted course has a prerequisite; please check MyKU for specific prerequisites

GRADUATION REQUIREMENTS

	REQUIRED	✓		REQUIRED	✓
GENERAL EDUCATION CREDITS	42				
PROGRAM CREDITS	45		GPA OVERALL	2.0	
FREE ELECTIVES	33		GPA MAJOR	2.0	
TOTAL CREDITS	120		CLEARED FOR GRADUATION	FA/SP/SU	

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