

STUDENT:



STUDENT ID NUMBER:

COLLEGE OF VISUAL & PERFORMING ARTS • MINOR • SOCIAL MEDIA THEORY AND STRATEGY**

Program Code: UVPASMS2

Version Number: Spring 2019

Effective Date: January 22, 2019

I. REQUIRED COURSES

12 credits

		Grade	Credits.
SMS 101	Intro to Social Media Theory & Strategy		3
COM/ENG 314	Social Media Analytics		3
WRI	Writing for Social Media		3
MKT 210	Principles of Marketing		3

II. ELECTIVES

6 credits

Students must select any two courses below:*

Course #	Course Name	Grade	Credits
COM 245	New Media and Communication		3
*COM/SMS 224 –or- MKT 315	Social Media Ethics –or- Marketing Ethics in Society		3
COM 360	The Digital Self		3
CSC 458	Data Mining and Predictive Analytics		3
CSC 459	Introduction to Big Data		3
ENG/WRI 333	Digital Rhetoric and Writing		3
ENG/WRI 339	New Media, Story, Change		3
ENG 318	Activists Writing Media		3
MKT 350	Advertising Management		3
MKT 351	Social Media Concepts & Planning		3
MKT 362	e-Commerce Marketing		3
SMS xxx	Any SMS prefix class with the exception of SMS 101, 380, and SMS 390		3

* Students cannot take both COM/SMS 224 and MKT 315 to satisfy the minor's 6 credits of electives.

**SMS Majors cannot enroll in this minor.