Kutztown University **Department of Communication Studies** **SOCIAL MEDIA THEORY AND STRATEGY – MINOR PROGRAM** **Effective Date: January 23, 2023** **Program Code: UVPASMS2   Version: 2232**

I. REQUIRED: (9 credits)	**CR**	**GR**
SMS 101: Intro to Social Media Theory & Strategy	3	
MKT 210: Principles of Marketing	3	
WRI 250: Writing for Social Media	3	

II. ELECTIVES: (9 credits) **Take any 3 courses from box III.; at least one of the courses must be at the 200-level or above**		
	CR	**GR**
COURSE (200-level or above):	3	
COURSE (any level):	3	
COURSE (any level):	3	

III. POSSIBLE 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 & Communication** ***COM 245: New Media & Communication** ***COM 305: Theories of Emerging Media** **COM 307: Rhetoric of Visual Media**	***SMS/ENG 314: Social Media Analytics** **CSC 105: Data Visualization** **CSC 120: Intro to Creative Graphic Coding** **CSC 122: Client-side Web Development** ***CSC 220: Object-Oriented Multimedia Programming** ***ENG/WRI 333: Digital Rhetoric & Writing** ***ENG/WRI 339: New Media, Story, Change**	**ENG 347: Activists Writing Media** **MKT 351: Media Concepts & Planning** **MKT 362: Digital Marketing** **MKT 363: Marketing Analytics** **PRO 210: Entrepreneurship** ***SMS xxx: Any SMS prefix course (except 380 & 390)** **WRI 120: Technical Writing & Communication**

*The course has a prerequisite; please see the course catalogue on MyKU for more details.