

BACHELOR OF ARTS IN COMMUNICATION STUDIES, SOCIAL MEDIA TRACK

Overview

Social media management requires a unique set of skills that take students far beyond traditional communication and media production proficiency. However, our social media track does more than just prepare graduates to competently use leading social media platforms like Facebook, Twitter, and Instagram. Beyond learning the general functionality of social media, students learn to employ ethical standards for communicating with social media while applying their own moral standards. Students on this track explore the dangers of social media, and the importance of setting social media policies for the workplace.

With the appropriate support courses and possible minor options, the social media track prepares students for communicating and marketing with social media, including effective use of interactive designs. Students can learn to examine the social press and how to share client and personal expertise and experiences with the online world, how to use social tools for collaborative work, and how to distinguish the characteristics and methods, advantages and pitfalls, of virtual communities, social photos and videos, collective intelligence, crowd-sourcing, social production, and wiki collaboration.

Possible Careers

- Communications Director
- Consumer Media Experience
- Content Marketing Manager
- Digital and Social Media Strategist
- Digital and Social Analytics
- Internet Marketing Director
- Multimedia and Content Producer
- Online Community Manager
- Public Relations Manager
- Social Influencer Manager
- Social Media Manager, Producer
- Social Media Sales

Complementary Minors

- Advertising and Public Relations
- Business
- Computer Databases
- Computer Networking
- Computer Science
- Creative Writing
- Digital Media
- Electronic Commerce Tech
- Entrepreneurship
- Graphic Design
- Interactive Design
- Journalism
- Management
- Marketing
- Multimedia and Web Design
- Multimedia and Specialty Reporting
- Nonprofit Leadership

- Photography
- Professional Writing and Editing
- Telecommunication Studies
- Web Communications

Students majoring in communication studies must successfully complete all core courses and one of the specified tracks for a total of 39 semester hours in CMST. Students must complete 18 credits of 3000- and 4000-level courses in the CMST major. Students must also complete all requirements for a Bachelor of Arts degree, including the completion of an approved academic minor.

COURSE	TITLE	S.H.
General Education Requirements		
Core Competencies		12
ENGL 1550	Writing 1	
ENGL 1551	Writing 2	
CMST 1545	Communication Foundations	
Mathematics Requirement (e.g., MATH 2623, STAT 2625)		
Arts and Humanities		6
Natural Science		7
Social Science		6
Social and Personal Awareness		6
General Education Elective or First Year Experience Course (e.g., CCAC 1500)		3
Foreign Language 1550		4
Foreign Language 2600		4
Major Requirements		
CMST 2600	Communication Theory	3
CMST 2630	Social Media Literacy	3
CMST 2655	Communication in Groups and Organizations	3
CMST 2656	Interpersonal Communication	3
CMST 3700	Designing Communication Research	3
CMST 4899	Senior Project	3
Social Media Track		
JOUR 2624	Imaging and Design of Media	3
CMST 3717	Intro to Media Relations Campaigns	3
CMST 3740	Social Media Communication	3
CMST 3757	Media Relations Writing	3
CMST 4850	Social Media Campaigns	3
CMST 4851	New Communication Media	3
CMST 5860	Persuasion and New Media	3
Minor Requirements (note that some minors require more than 18 credits)		18
Electives (note that students must complete 48 hours of upper division courses; 37xx and above)		15
Total Semester Hours		120
Course	Title	S.H.
Year 1		
Fall		
CMST 1545	Communication Foundations	3
ENGL 1550	Writing 1	3
MATH XXXX	Approved General Education	3
AH XXXX	Arts & Humanities	3
NS XXXX	Natural Science GER + lab	4
Semester Hours		16
Spring		
CMST 2600	Communication Theory	3
CMST 2630	Social Media Literacy	3
CMST 2656	Interpersonal Communication	3

ENGL 1551	Writing 2	3
SPA XXXX GER	Social & Personal Awareness	3
Semester Hours		15
Year 2		
Fall		
CMST 2655	Communication in Groups and Organizations	3
Minor Course		3
SPA XXXX GER	Social & Personal Awareness	3
NS XXXX GER	Natural Science	3
FNLG 1550	Elementary Foreign Language	4
Semester Hours		16
Spring		
JOUR 2624	Imaging and Design of Media	3
Minor Course		3
AH XXXX GER	Arts & Humanities	3
SS XXXX GER	Social Sciences	3
FNLG 2600	Intermediate Foreign Language	4
Semester Hours		16
Year 3		
Fall		
CMST 3700	Designing Communication Research	3
CMST 3717	Intro to Media Relations Campaigns	3
CMST 3740	Social Media Communication	3
SS XXXX GER	Social Sciences	3
Upper-division	General Elective	3
Semester Hours		15
Spring		
CMST 3757	Media Relations Writing	3
CMST 4850	Social Media Campaigns	3
Minor Course		3
Upper-division	Minor Course	3
GER XXXX	General Education Elective	3
Semester Hours		15
Year 4		
Fall		
CMST 4851	New Communication Media	3
Upper-division	Minor course	3
Upper-division	General Elective	3
Upper-division	General Elective	3
Semester Hours		12
Spring		
CMST 4899	Senior Project	3
CMST 5860	Persuasion and New Media	3
CMST XXXX	Upper-division Elective	3
Upper-division	Minor course	3
Upper-division	General Elective	3
Semester Hours		15
Total Semester Hours		120

Students completing their degree in communication studies are uniquely qualified to enter the job market and compete effectively throughout their careers for advancement and promotion.

Through course offerings and applied learning experiences, the communication studies program combines a rich liberal arts emphasis with a much needed specialized professional and career focus for undergraduate students.

LEARNING OUTCOMES

Regardless of track, students graduating with a B.A. degree in communication studies will:

- differentiate between key theories and concepts in communication
- find, interpret, evaluate, and synthesize academic research in communication studies
- demonstrate verbal and nonverbal competence