

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.
FIRST YEAR REQUIREMENT -STUDENT SUCCESS		
YSU 1500	Success Seminar	1-2
or SS 1500	Strong Start Success Seminar	
or HONR 1500	Intro to Honors	
General Education Requirements		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
Mathematics Requirement (e.g., MATH 2623, STAT 2625)		3
Arts and Humanities (6 s.h.)		6
Natural Sciences (2 courses, 1 with lab) (6-7 s.h.)		7
Social Science (6 s.h.)		6
Social and Personal Awareness (6 s.h.)		6
Foreign Language Requirement		
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 39 hours of upper division courses; 37xx and above)		17
Total Semester Hours		120-122
Year 1		
Fall		S.H.
YSU 1500	Success Seminar	1-2
or SS 1500	or Strong Start Success Seminar	
or HONR 1500	or Intro to Honors	
CMST 1545	Communication Foundations	3
ENGL 1550	Writing 1	3-4
or ENGL 1549	or Writing 1 with Support	
MATH 2623	Quantitative Reasoning	3
NS XXXX	Natural Science GER + lab	4
Semester Hours		14-16

Spring		
CMST 2600	Communication Theory	3
CMST 2630	Social Media Literacy	3
CMST 2656	Interpersonal Communication	3
ENGL 1551	Writing 2	3
GER Social & Personal Awareness		3
Semester Hours		15

Year 2		
Fall		
CMST 2655	Communication in Groups and Organizations	3
Minor Course		3
GER Social & Personal Awareness		3
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
GER Arts & Humanities		3
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
Minor Course		3
GER Arts & Humanities		3
Semester Hours		15

Spring		
CMST 3757	Media Relations Writing	3
CMST 4850	Social Media Campaigns	3
GER Social Science		3
Upper-division Minor Course		3
Upper Division General Elective		3
Semester Hours		15

Year 4		
Fall		
CMST 4851	New Communication Media	3
Upper-division Minor course		3
General Elective		5
Upper-division General Elective		3
Semester Hours		14

Spring		
CMST 4899	Senior Project	3
CMST 5860	Persuasion and New Media	3
General Elective		3
Upper-division Minor course		3
General Elective		3
Semester Hours		15

Total Semester Hours		120-122
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1. Students graduating with a B.A. degree in Communication Studies will interpret, evaluate, and apply communication scholarship.
2. Students graduating with a B.A. degree in Communication Studies will perform verbal and nonverbal behaviors that illustrate self-efficacy.
3. Students graduating with a B.A. degree in Communication Studies will demonstrate communication expertise in their career development.
4. Students graduating with a B.A. degree in Communication Studies will identify communication theories, perspectives, principles, and concepts.

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: