SOCIAL MEDIA (B.A.)

The Social Media BA major at Keene State College is dedicated to the investigation of the roles of Web 3.0 and social media in contemporary journalism, communication and society within a liberal arts perspective. The major has a journalism core with a multidisciplinary approach that includes art, communication and marketing courses.

Students will gain insight into web and social media uses in professional communication and prepare for careers in journalism, public relations and social media by developing artistic, writing, visual and analytical skills in an applied setting. The curriculum emphasizes multidisciplinary professional concepts and practices, including accuracy, legal and ethical responsibilities, strategic communication, crisis management and data analysis, along with developing students' analytical, writing, research, production, and presentation skills.

A grade of C or higher must be earned in each course or course substitution counted toward the major.

Integrative Studies Requirements

40 credits minimum

Code	Title	Credits	Completed
Major Requirements (44 credits)			_____
Core Courses			_____
IAART-105	Graphic Design Process	4	_____
IHJRN-130	Media Writing Fundamentals	4	_____
IHJRN-155	Multimedia Fundamentals	4	_____
IHJRN-240	Social Media Fundamentals	4	_____
JRN-340	Social Media Analytics	4	_____
Law			_____
COMM-385	Digital Comm Law & Ethics	4	_____
or JRN-323	Journalism Law & Ethics		_____
Web Design			_____
ART-264	Web Design	4	_____
or ISCS-150	Website Design & Construction		_____
*Practicum/Internship (Select **4** credits from the following)*		*4*	_____
COMM-379	Internship		_____
JRN-280	Media Production		_____
JRN-281	Television Production		_____
JRN-284	Livestream Production		_____
JRN-382	Advanced Media Production		_____
JRN-493	Journalism Internship (4 credits count toward major)		_____
Strategy			_____
COMM-360	Strategic Digital Comm	4	_____
or MGT-335	Strategic Digital Marketing		_____
*Electives (Select **8** credits from the following)*		*8*	_____
ART-253	Digital Imaging		_____
ART-464	Design for Mobile Media		_____
IICOMM-320	Participatory Cultures		_____
COMM-372	Intercultural Communication		_____
ISCS-210	Python Programming		_____
ENST-325	Mapping Social Patterns - GIS		_____
ISENST-382	Environmental Advocacy		_____
JRN-160	Thinking Like a Journalist		_____
JRN-230	Multimedia Reporting		_____
JRN-390	Multimedia: Features		_____
JRN-391	Multimedia: Public Affairs		_____
JRN-495	Multimedia: Capstone		_____
ISMGT-383	Applied Data Analysis & Vis		_____
MGT-434	Marketing Research		_____
MGT-466	Customer Relationship MGT		_____
IATAD-374	Arts Mgt: Market Dev & Comm		_____
IIWGS-240	Race Gender Sexuality Pop Cult		_____
Total Credits		**44**	_____

Electives

Select courses to reach a total of 120 credits for the degree.

Degree Requirements

120 credits
40 credits at the upper-level

Upon completion of the Social Media B.A. degree, students will:

- Know and apply information gathering, primary and secondary research strategies and data analysis methods.

- Organize, plan, implement and evaluate social media campaigns and strategic communications using appropriate tools and strategies to engage consumers and achieve organizational goals.
- Employ effective written and oral communication skills to reach internal and external audiences.
- Apply legal and ethical principles to professional communication activities.
- Attain proficiency with a variety of social media tools and channels, especially multimedia information gathering, dissemination and production software and equipment.
- Think critically when analyzing the relationship between social media and society from diverse, historical, legal, ethical and contemporary perspectives.