

# SOCIAL MEDIA (B.A.)

## Integrative Studies Requirements

40 credits minimum

Code	Title	Credits	Completed
<b>Major Requirements (44 credits)</b>			
<i>Core Courses</i>			
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	_____
<i>Law</i>			
COMM-385	Digital Comm Law & Ethics	4	_____
	or JRN-323 Journalism Law & Ethics		_____
<i>Web Design</i>			
ART-264	Web Design	4	_____
	or ISCS-150 Website Design & Construction		_____
<i>Practicum/Internship (Select 4 credits from the following)</i>			
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)		_____
<i>Strategy</i>			
COMM-360	Strategic Digital Comm	4	_____
	or MGT-335 Strategic Digital Marketing		_____
<i>Electives (Select 8 credits from the following)</i>			
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	_____
<b>Total Credits</b>		<b>44</b> _____

## Electives

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

## Degree Requirements

120 credits

40 credits at the upper-level