SOCIAL MEDIA (B.A.)

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