

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.