

SOCIAL MEDIA



PROGRAM REQUIREMENTS

18 Credits Required Including

- Managing Social Media 1
- Managing Social Media 2
- Content Development for Social Media
- Select 3 courses from the following
 - Media Issues and Problems
 - Social Media: Private Life/Public Life
 - Networked Youth Culture
- Additional course options and requirements as outlined in the [University Catalog](#).

COMPLEMENTARY DISCIPLINES

- **Art and Design:** Craft visually compelling content to engage audiences
- **Communications:** Develop engaging messaging strategies
- **Data Science:** Interpret audience engagement metrics
- **Graphic Design:** Create platform-optimized visuals

CAREER CONNECTIONS

A degree in social media equips graduates with skills in digital communication and content creation, preparing them for diverse career opportunities.

- Social Media Coordinator
- Content Creator
- Social Media Analyst
- Influencer Outreach Coordinator
- Online Reputation Manager

**SCAN HERE TO LEARN HOW
YOU CAN
CREATE YOUR OWN MAJOR?**

