

## SOCIAL MEDIA DESIGN MANAGEMENT

	Fall Courses	Winter Courses
<b>Freshman Year</b>	AD101 Process & Design 4cr PY100 Introduction to Psychology 4cr GEC Effective Communication 4cr	AD118 Graphic Design Foundations 4cr MKT230 Introduction to Marketing 4cr GEC Effective Communication 4cr
<b>Sophomore Year</b>	AD218 Graphic Design Typographic Systems 4cr PR231 Introduction to Public Relations 4cr AD285 History of Graphic Expression 4cr GEC Course 4cr	Art & Design Studio Production Course 4cr Art & Design Studio Production Course 4cr SO101 Introduction to Sociology 4cr GEC Course 4cr
	Fall Courses	Winter Courses
<b>Junior Year</b>	Program Elective 4cr SP320 New Media Literacy 4cr MKT335 Behavioral Analysis 4cr GEC Course 4cr	MKT 432 Advertising/Integrated MGT 4cr PR330 Public Relations Message Design 4cr Elective 4cr GEC Course 4cr
<b>Senior Year</b>	MKT 470 E-Commerce 4cr Program Elective 4cr GEC Course 4cr Elective 4cr	AD488 Social Media Design Management 4cr Program Elective 4cr GEC Course 4cr Elective 4cr