SOCIAL MEDIA DESIGN MANAGEMENT BS DEGREE

GENERAL EDUCATION REQUIREMENTS

EFFECTIVE COMMUNICATION	QUANTITATIVE REASONING AND ANALYSIS	SOCIAL RESPONSIBILITY DIVERSE WORLD	INTEGRATIVE THINKING	HUMAN EXPRESSION	PERSPECTIVES ON SOCIETY	SCIENTIFIC INQUIRY
☐ _____ EN111 RECOMMENDED	☐ _____	☐ _____	☐ _____	☐ _____	☐ _____ SO101 RECOMMENDED	☐ _____ PY100 RECOMMENDED
☐ _____ EN211 RECOMMENDED					☐ _____	☐ _____ ☐ LAB SCIENCE

ADDITIONAL GRADUATION REQUIREMENTS

- ☐ WORLD CULTURES REQUIREMENT
- ☐ ENGLISH COMPETENCY REQUIREMENT
- ☐ MATH COMPETENCY REQUIREMENT

PROGRAM COURSES 68CR

ART CORE — 16 cr

- ☐ **AD101** — 4cr
  PROCESS & DESIGN
- ☐ **AD118** — 4cr
  GRAPHIC DESIGN FOUNDATIONS
- ☐ **AD218** — 4cr
  GRAPHIC DESIGN: TYPOGRAPHIC SYSTEMS
- ☐ **AD285 F** — 4cr
  HISTORY GRAPHIC EXPRESSION

CAPSTONE COURSE — 4 cr

- ☐ **AD488 W** — 4cr
  SOCIAL MEDIA DESIGN MANAGEMENT

MARKETING CORE — 16 cr

- ☐ **MKT230 W** — 4cr
  INTRO TO MARKETING
- ☐ **MKT335 F** — 4cr
  CONSUMER BEHAVIORAL ANALYSIS
- ☐ **MKT432 W** — 4cr
  ADVERTISING AND INTEGRATED MARKETING
- ☐ **MKT470 F** — 4cr
  E-COMMERCE AND DIGITAL MARKETING

PUBLIC RELATIONS CORE — 12 cr

- ☐ **PR231 F** — 4cr
  INTRO TO PUBLIC RELATIONS
- ☐ **PR330 W** — 4cr
  PUBLIC RELATIONS MESSAGE DESIGN
- ☐ **SP320 F** — 4cr
  NEW MEDIA LITERACY

ART SKILLS — SELECT 2 — 8 cr

- ☐ _____ — 4cr
- ☐ _____ — 4cr

AD112 DIGITAL CINEMA
AD117 PHOTOGRAPHY
AD134 COMPUTER ART

PROGRAM ELECTIVES — SELECT 3 — 12 cr

- ☐ _____ — 4cr
- ☐ _____ — 4cr
- ☐ _____ — 4cr

AD212 DIGITAL CINEMA: DESIGN
AD217 PHOTOGRAPHY METHODS
AD318A DESIGN: WEB DESIGN
AD318B DESIGN: LAYOUT/PROD
AD418A DESIGN: INTERACTIVITY
AD418B DESIGN: BRANDING
AD492 ART/DESIGN INTERNSHIP
EN217 NEWS WRITING/REPORT
PR350 SPORTS PR STRATEGY
MKT491 MARKETING INTERNSHIP

GENERAL ELECTIVES — 12 cr

- ☐ _____ — 4cr
- ☐ _____ — 4cr
- ☐ _____ — 4cr