

**SOCIAL MEDIA DESIGN MANAGEMENT BS DEGREE 120CR**

**GENERAL EDUCATION REQUIREMENTS 30-40CR**

EFFECTIVE COMMUNICATION	QUANTITATIVE REASONING AND ANALYSIS	SOCIAL RESPONSIBILITY DIVERSE WORLD	INTEGRATIVE THINKING	HUMAN EXPRESSION	PERSPECTIVES ON SOCIETY	SCIENTIFIC INQUIRY
<input type="checkbox"/> _____ EN111 RECOMMENDED  <input type="checkbox"/> _____ EN211 RECOMMENDED	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____	<input type="checkbox"/> _____ S0101 RECOMMENDED  <input type="checkbox"/> _____	<input type="checkbox"/> _____ PY100 RECOMMENDED  <input type="checkbox"/> _____  <input type="checkbox"/> LAB SCIENCE

**ADDITIONAL GRADUATION REQUIREMENTS**

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

**PROGRAM COURSES 68CR**

ART CORE 16CR	MARKETING CORE 16CR	CAPSTONE 4CR	PROGRAM ELECTIVES 12CR
<input type="checkbox"/> <b>AD101</b> 4cr PROCESS & DESIGN  <input type="checkbox"/> <b>ARTD218</b> 4cr GRAPHIC DESIGN: FOUNDATIONS  <input type="checkbox"/> <b>AD388</b> 4cr WEB DESIGN  <input type="checkbox"/> <b>AD181</b> 4cr VISUAL LITERACY IN GLOBAL CULTURE [HUME]	<input type="checkbox"/> <b>MKT230</b> 4cr INTRODUCTION TO MARKETING  <input type="checkbox"/> <b>MKT335</b> 4cr CONSUMER BEHAVIOR ANALYSIS  <input type="checkbox"/> <b>MKT432</b> 4cr ADVERTISING AND INTEGRATED MARKETING  <input type="checkbox"/> <b>MKT470</b> 4cr E-COMMERCE AND DIGITAL MARKETING	<input type="checkbox"/> <b>AD488</b> 4cr BRANDING AND SOCIAL MEDIA	<input type="checkbox"/> _____ 4cr  <input type="checkbox"/> _____ 4cr  <input type="checkbox"/> _____ 4cr  <b>SELECT 3 FROM:</b> AD312 DIGITAL CINEMA: ADVANCED PRODUCTION AD318B DESIGN: STORYTELLING & PRODUCTION AD418 DESIGN: INTERACTIVE & USER EXPERIEN AD492 INTERNSHIP IN ART/DESIGN (1-4CR) EN217 NEWS WRITING & REPORTING PR350 SPORT PUBLIC RELATIONS & MEDIA COM320 NEW MEDIA LITERACY PR410 SPORT PUB REL - THEORY & STRATEGY PR430 PUBLIC RELATIONS CASE STUDIES MKT491 INTERNSHIP IN MARKETING (1-4CR)
PUBLIC RELATIONS CORE 8CR	GENERAL ELECTIVES 16CR	ART/DESIGN STUDIO PRODUCTION 8CR	
<input type="checkbox"/> <b>PR231</b> 4cr INTRODUCTION TO PUBLIC RELATIONS  <input type="checkbox"/> <b>PR330</b> 4cr PUBLIC RELATIONS MESSAGE DESIGN	<input type="checkbox"/> _____ 4cr  <input type="checkbox"/> _____ 4cr  <input type="checkbox"/> _____ 4cr  <input type="checkbox"/> _____ 4cr	<input type="checkbox"/> _____ 4cr  <input type="checkbox"/> _____ 4cr  <b>SELECT 2 FROM:</b> ARTD212 DIGITALCINEMA ARTD217 PHOTOGRAPHY ARTD225 ELECTRONIC ART & ANIMATION AD334B MOTIONDESIGN	

FALL 2025