

SOCIAL MEDIA DESIGN MANAGEMENT

	Fall Courses	Winter Courses
Freshman Year	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
Sophomore Year	AD218 Graphic Design Typographic Systems 4cr PR231 Introduction to Public Relations 4cr Art & Design Studio Production Course 4cr GEC Course 4cr	Art & Design Studio Production Course 4cr SO101 Introduction to Sociology 4cr GEC Course 4cr GEC Course 4cr
	Fall Courses	Winter Courses
Junior Year	Program Elective 4cr SP320 New Media Literacy 4cr MKT335 Behavioral Analysis 4cr AD285 History of Graphic Expression 4cr	MKT 432 Advertising/Integrated MGT 4cr PR330 Public Relations Message Design 4cr Elective 4cr GEC Course 4cr
Senior Year	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