

Opportunities upon Graduation

Almost all new graduates--from liberal arts majors to teachers and business students--will use social media in their work. Organizations are adapting traditional roles to encompass social media responsibilities. Teachers connect with classes for work on social media platforms, professionals in arts organizations connect with their audiences through an array of social networks, and health professionals use social media tools to exchange information. Marketers rely daily on social media. Across disciplines, social networking skills can lead job seekers to resources and relationship prospects that aid job candidacy through such paths as LinkedIn and Twitter.

Admission Requirements

Students are eligible for entry with a 2.5 GPA, must maintain a 2.5 GPA overall in their major and in certificate classes, and must complete an 18 credit-hour minimum, including three core courses.

Required Courses (Take 3)

MDIA 2113: Introduction to Social Media (Fall)

COMS 3200: Communication and New Technologies (Fall & Spring)

MDIA 4120: Advanced Social Media (Spring on campus; Online Summer)*

*Try to take MDIA 4120: Advanced Social Media *online the Summer following your Junior year.* The other option is on campus during Spring, when the class fills quickly!

Elective Courses (Take 3)

MDIA 3122: Content Curation (Fall)

MDIA 4900: The Social Media Industry (Online Summer)

MDIA 4900: Social Media Management (Online Summer)

MDIA 4011: Media and Digital Divide (Varies)

JOUR 2500: Introduction to Strategic Communication (Fall & Spring)

JOUR 4530: Strategic Social Media (Fall & Spring)

ITS 4310: Privacy in the Internet Age (Online Spring)