

Recommended Course Sequence

Bachelor of Science in Social Media Theory & Strategy

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
SMS 101 Intro to Social Media Theory & Strategy	COM 212 Intro to Mass Communication	MKT 210 Principles of Marketing	COM 245 New Media and Communication	COM 305 Theories of Emerging and social media	ENG/COM 314 Social Media Analytics	Group A elective	SMS 380 Senior Capstone
CMP 100 Gen Ed	CMP 200 Gen Ed	SMS/COM 224 Social Media Ethics	Group A elective	Group A elective	Group B elective	Group B elective	SMS 390 Social Media Internship
FYS 100 Gen Ed	Gen Ed B, C, or D Elective	Gen Ed A4 Req.	Group A elective	Gen Ed B, C, or D Elective	Gen Ed B, C, or D Elective	MKT 351 Social Media Concepts & Planning	Group B elective
Gen Ed B, C, or D Elective	Gen Ed B, C, or D Elective	Gen Ed B, C, or D Elective	Group B elective	WRI 250 Writing for Social Media	Open Elective	Open Elective	Open Elective
Gen Ed B, C, or D Elective	Gen Ed B, C, or D Elective	Gen Ed B,C, or D Elective	Gen Ed D Elective	Open Elective	Open Elective	Open Elective	Open Elective

General Education Requirements

Open Elective Gen Ed B, C, or D Elective

Lower-Division Requirements

Restrictive Electives

Upper Division Requirements