

COMMUNICATION

BACHELOR OF ARTS IN SOCIAL MEDIA INFLUENCING

Those students choosing the Social Media Influencing major must take:

- COMM 1023 Exploration of Media and Communication/JOUR 1023 Exploration of Media and Communication
- COMM 3133 Digital Civility
- JOUR 3173 Public Relations Principles
- JOUR 4023 Social Media
- TH 3263 Narrative Film Production
- TH 4393
- COMM 4823 Communication Capstone *OR* JOUR 4823 Journalism Capstone
- Performance course (3 hours): COMM 2003 Public Speaking; COMM 2013 Voice and Diction; COMM 3063 Oral Interpretation; *OR* TH 2703 Acting Theories and Techniques

Social Influencing degree anticipates and parallels trends taking place in the professional world, namely, the problem that messages are no longer controlled by the messenger. Film companies, manufacturers, public agencies, for example, no longer maintain control over their own brand because what influences public perception is not merely the result of advertising, but those who can influence that perception "socially." This program teaches students how to be social influencers-professionals that assist employers in creating perceptions of their products or services. Historically, this has taken the form of testimonials, product placements in film or television, and celebrity advocates. With the rise of alternative media, broadcast platforms, and new technologies, social influencers have replaced old-style tactics of perception formation.

Curriculum

The matrix below is a sample plan for all coursework required for this program.

Freshman

Fall	Credits
ENGL 1013 Composition I ¹	3
USHG 1XXX U.S. History and Government ¹	3
MATH 1XXX ¹	3
COMM 1023 Exploration of Media and Communication or JOUR 1023 Exploration of Media and Communication	3
TECH 1001 Orientation to the University	1
Elective	3
Total Hours	16

Spring	Credits
ENGL 1023 Composition II ¹	3
SS 1XXX Social Science Courses ¹	3
SCIL 1XXX Science with Laboratory ¹	4
FAH 1XXX Fine Arts and Humanities Courses ¹	3
Elective	3
Total Hours	16

Sophomore

Fall	Credits
SCIL 1XXX Science with Laboratory ¹	4
Performance Course ⁴	3
TH 3263 Narrative Film Production	3
SS 1XXX Social Science Courses ¹	3
Elective	3
Total Hours	16

Spring	Credits
FAH 1XXX Fine Arts and Humanities Courses ¹	3
SS 1XXX Social Science Courses ^{1,2}	3
Social Media Influencing Elective ³	3
Elective	6
Total Hours	15

Junior

Fall	Credits
JOUR 3173 Public Relations Principles	3
Social Media Influencing Elective ³	3
Elective	9
Total Hours	15

Spring	Credits
COMM 3133 Digital Civility	3
TH 4393	3
Elective (3000-4000 level)	4
Elective	5
Total Hours	15

Senior

Fall	Credits
JOUR 4023 Social Media	3
Elective (3000-4000 level)	9
Elective	3
Total Hours	15

Spring	Credits
COMM 4823 Communication Capstone/JOUR 4823 Journalism Capstone	3
Elective (3000- 4000 level)	6
Elective	3
Total Hours	12

¹See appropriate alternatives or substitutions in "[General Education Requirements](#)".

²Certain electives and social sciences are recommended based on student's emphasis.

³Social Media Influencing Electives include: COMM/JOUR/TH Internship or Practicum, JOUR 2143 Media Writing, JOUR 4073 Graphic Communication, COMM 3003 Interpersonal Communication, COMM 3163 Writing for Performance, COMM 3263 Podcast/Radio Theatre Writing, TH 4563 Sound Design for Moving Image, TH 3803 Directing Theories and Techniques, and other courses approved by advisor.

⁴Performance courses include: TH 2703 Acting Theories and Techniques, COMM 2003 Public Speaking, COMM 2013 Voice and Diction, and COMM 3063 Oral Interpretation.