

# BACHELOR OF ARTS IN COMMUNICATION, SOCIAL MEDIA TRACK

## Overview

Do you have a fascination with developing content and utilizing various social media platforms to their fullest? If so, then the Social Media Track will help you attain your future career goals. The Social Media Track consists of two certificates: one in content creation and the other in social media management.

In the content creation certificate, you'll learn how to construct websites; explore the principles of media image management and repair; and learn how to use photographs and video to convey messages.

For the social media management certificate, you'll learn how to manage personal and professional social media messages; how to evaluate client-based projects; and delve into future social media forms, and their issues of authorship, community, identity, interactivity, and visibility.

COURSE	TITLE	S.H.
<b>FIRST YEAR REQUIREMENT -STUDENT SUCCESS</b>		
YSU 1500	Success Seminar	1-2
or YSU 1500S	Youngstown State University Success Seminar	
or HONR 1500	Intro to Honors	
<b>General Education Requirements</b>		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
GE: Mathematics Course	*Any approved GE: Math, MATH 2623/2623C recommended	3
<b>Arts and Humanities (6 s.h.)</b>		<b>6</b>
<b>Natural Sciences (7 s.h.)</b> *two different science courses, one MUST include a lab		<b>7</b>
<b>Social Science (6 s.h.)</b>		
CMST 2600	Communication Theory <sup>required for major</sup>	3
GE: Social Science Course		3
<b>General Education Elective (9 s.h.)</b>		
CMST 1545	Communication Foundations <sup>required for major</sup>	3
CMST 2610	Intercultural Communication <sup>required for major</sup>	3
GE Elective Course		3
<b>Major Requirements</b>		
CMST 1500	Exploring Communication	3
CMST 2630	Social Media Literacy	3
CMST 2654	Community Engagement & Relations	3
CMST 2655	Communication in Groups	3
CMST 2656	Interpersonal Communication	3
CMST 3700	Designing Communication Research	3
CMST 3756	Interviewing	3
CMST 4896	Communication Internship	3
or CMST 4859	Organizational Cultures	
<b>Required Support Courses</b>		
JOUR 2602	Media Writing	3
MCOM 2624	Communication Technology - Photo and Video	3
MCOM 3780	Presentational Literacy	3
ENGL 3743	Introduction to Public, Professional and Technical Writing	3
<b>Social Media Track</b>		

Upon completion of these requirements students will earn certificates in Content Creation and Social Media Strategy.

CMST 3740	Social Media Communication	3
CMST 3757	Media Relations Writing	3
CMST 3790	Personal Brand Communication	3
CMST 4850	Social Media Campaigns	3
CMST 4851	New Communication Media	3
COMMUNICATION ELECTIVE (6 s.h.)	*Select 2 upper-level CMST courses (3700-5800)	6
<b>Senior Capstone</b>		
CMST 4899	Senior Project	3
<b>Free Electives</b> *Hours will vary based on what is needed for 120 SH		<b>22</b>
Student must complete a minimum of 39 SH of Upper-Level Courses (3700-5800)		

**Total Semester Hours 120-122**

### Year 1

Fall	S.H.
ENGL 1550 Writing 1	3-4
or ENGL 1549 or Writing 1 with Support	
CMST 1500 Exploring Communication	3
CMST 1545 Communication Foundations	3
YSU 1500 Success Seminar	1-2
or YSU 1500S or Youngstown State University Success Seminar	
or HONR 1500 or Intro to Honors	
GE: Math Course	*Any approve GE: Math, MATH 2623/2623C recommended 3
<b>Semester Hours 13-15</b>	

### Spring

CMST 2600 Communication Theory	3
or CMST 2630 or Social Media Literacy	
CMST 2656 Interpersonal Communication	3
or CMST 2655 or Communication in Groups	
ENGL 1551 Writing 2	3
GE: Arts and Humanities	3
Free Elective	3
<b>Semester Hours 15</b>	

### Year 2

Fall	S.H.
CMST 2630 Social Media Literacy	3
or CMST 2600 or Communication Theory	
CMST 2655 Communication in Groups	3
or CMST 2656 or Interpersonal Communication	
CMST 2654 Community Engagement & Relations	3
or MCOM 2624 or Communication Technology - Photo and Video	
GE: Natural Science	3
Free Elective	3
<b>Semester Hours 15</b>	

### Spring

MCOM 2624 Communication Technology - Photo and Video	3
or CMST 2654 or Community Engagement & Relations	
JOUR 2602 Media Writing	3
CMST 2610 Intercultural Communication	3
GE: Lab Science	4
Free Elective	3
<b>Semester Hours 16</b>	

**Year 3****Fall**

CMST 3790	Personal Brand Communication	3
MCOM 3780	Presentational Literacy	3
CMST 3740	Social Media Communication	3
GE: Social Sciences		3
Free Elective		3
<b>Semester Hours</b>		<b>15</b>

**Spring**

CMST 3700 or CMST 3756	Designing Communication Research or Interviewing	3
ENGL 3743	Introduction to Public, Professional and Technical Writing	3
CMST 3757	Media Relations Writing	3
CMST 4896 or CMST 4859	Communication Internship or Organizational Cultures	3
GE Elective		3
<b>Semester Hours</b>		<b>15</b>

**Year 4****Fall**

CMST 3756 or CMST 3700	Interviewing or Designing Communication Research	3
CMST 4850	Social Media Campaigns	3
CMST 4851	New Communication Media	3
Communication Elective		3
Free Elective		3
<b>Semester Hours</b>		<b>15</b>

**Spring**

CMST 4899	Senior Project	3
Communication Elective		3
GE Arts and Humanities		3
Free Elective		3
Free Elective		4
<b>Semester Hours</b>		<b>16</b>

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**Total Semester Hours** **120-122**

**LEARNING OUTCOMES**

Regardless of track, students graduating with a B.A. degree in communication studies will:

1. Collect, analyze, and report qualitative and quantitative data, demonstrating information literacy, critical thinking, and problem solving.
2. Effectively employ mediated communication technologies, including their features, functions, and applications, to competently communicate across different mediums.
3. Create professional, coherent, organized, and persuasive oral and written messages, which adapt to various purposes, audiences, and platforms.
4. Embrace individual and cultural differences, respect diverse perspectives, and create messages that accommodate differences to be prepared for multicultural workplaces.
5. Develop skills in leadership, professionalism, conflict management, and teamwork in preparation for career readiness.
6. Apply communication theory and concepts to personal and professional contexts, including intrapersonal, interpersonal, team, organizational, and mediated.