

SOCIAL MEDIA STUDIES MINOR

The department of English and Communication offers a minor in Social Media Studies.

Contact Information

cme@css.edu

Learning Outcomes

Upon completion of the Social Media Studies Minor, the student will be able to:

1. Demonstrate creative message construction and expression.
2. Demonstrate communication literacy, discernment, and interpretation.
3. Argue effectively.
4. Understand professional practices.

Requirements

Students must achieve the following Program Requirements and Program Required Courses for the Social Media Studies Minor.

Program Requirements

Minor Credits: 20

Minimum Grade: C

Program Required Courses

Code	Title	Credits
Core Courses		
CME 1114	Media Literacy	4
CME 2777	Topics in Communication and Media Studies (Introduction to Social Media)	4
MKT 3320	Digital Marketing	4
Elective Courses		
Select eight credits from the following courses with advisor assistance:		8
ART 1124	Design I	
CME 2214	Writing for Mass Media	
CME 2307	Digital Photography	
CME 2514	Media Production: Studio	
CME 2777	Topics in Communication and Media Studies (Smartphone Photography)	
CME 2850	Media Theory and Research	
CME 4417	Mass Media Law and Ethics	
CME 4999	Independent Study (Capstone)	
MKT 3340	Market Promotions: Communicating with Customers	
Total Credits		20