|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **2016-2017** | **Bachelor of Arts (B.A.) in:**  **Social Media Marketing** | |  | | | | | | |
| **Courses in BOLD are required by this major**  **Courses in regular type are to fulfill general education requirements and DO NOT have to be taken the specific semester stated.**  ***Courses in ITALIC are strongly recommended***  **ALSO REQUIRED FOR GRADUATION**   * **120 credit hours** * **39 Upper division credits** * **2.00 GPA** * **Completion of all major & gen ed requirements** |
| **First Year Fall** | **GE Goal** | | **Sem Hours** | **Date Met** | **First Year Spring** | **GE Goal** | **Sem Hours** | **Date Met** |
| ECON1300 Macroeconomics | 1c | | 3 |  | **ECON1320 Microeconomics** | **1d** | **3** |  |
| **ARTS1680**  **Computer Graphics for Art & Design** |  | | **3** |  | Natural Science | 1a | 3 |  |
| MATH1380 Intro to Statistics | 3a | 3 |  |
| ENGL1100 Discourse I | 3c | | 3 |  | ENGL2100 Discourse II | 3b | 3 |  |
| **COMM1250 Introduction to Communication Theory** | **1a** | | **3** |  | **ARTS1710 Introduction to Graphic Design** |  | **3** |  |
| INTD1100 Critical Thinking in Arts & Sciences\* |  | | 3 |  |  |  |  |  |
|  | | | |
|  |  | |  |  |  |  |  |  |
| **Total Hours** |  | | **15** |  | **Total Hours** |  | **15** |  |
| **Notes:** | | | | | | | | |
| **Second Year Fall** | **GE Goal** | | **Sem**  **Hours** | **Date Met** | **Second Year Spring** | **GE Goal** | **Sem Hours** | **Date Met** |
| Elective |  | | 3 |  | **COMM2300 Introduction to Media Technology+** |  | **3** |  |
| Elective |  | | 3 |  | History/Political Science | 1b | **3** |  |
| Human Diversity | 4 | | 3 |  | Arts & Humanities | 2b | 3 |  |
| Mathematics | 3a | | 3 |  |  |  |  |  |
| PHED1000 or HLTH1200 |  | | 2 |  | EDUC2100 Technology Applications |  | 3 |  |
| PE Activity |  | | 1 |  | **CSIT1060 Introduction to Web Page Programming** |  | **3** |  |
|  |  | |  |  |  |  |  |  |
| **Total Hours** |  | | **15** |  | **Total Hours** |  | **15** |  |
| **Notes: Be sure to connect with your faculty advisor early on during the third year to discuss internship opportunities! Internships need to be approved in order to receive academic credit.** | | | | | | | | |
| **Third Year Fall**  ***(check your degree audit!)*** | **GE Goal** | | **Sem**  **Hours** | **Date Met** | **Third Year Spring** | **GE Goal** | **Sem Hours** | **Date Met** |
| **\* See Catalog for specific information**  **+denotes courses offered only every other year** | **BUAD3330 Prin. of Marketing** |  | | **3** |  | **ARTS3640 Interactive Design** |  | **3** |  |
| **ARTS3630 Systems in Design** |  | | **3** |  | **COMM3140 Campaigns and Theories of Persuasion+** |  | **3** |  |
| ***COMM2500 Introduction to Mass Media+*** |  | | ***3*** |  | **BUAD3600 Electronic Commerce +** |  | **3** |  |
| Elective |  | | 3 |  | *COMM2100 Introduction to Organizational Comm. +* |  | 3 |  |
| ENGL3100 Discourse III | *3d* | | *3* |  | Ethics/Values | 3e | 3 |  |
|  | | | | |  |  |  |  |
|  | **Total Hours** |  | | **15** |  | **Total Hours** |  | **15** |  |
|  | **Notes: Summer internship in Social Media Marketing strongly encouraged** | | | | | | | | |
|  |
|  | **Fourth Year Fall**  ***(apply for graduation!)*** | **GE Goal** | | **Sem**  **Hours** | **Date Met** | **Fourth Year Spring** | **GE Goal** | **Sem Hours** | **Date Met** |
|  | **COMM3900 Emerging and Social Media+** |  | | **3** |  | **BUAD4210 Seminar in Social Media Marketing** |  | **3** |  |
|  | *BUAD3450 Organizational Behavior* |  | | 3 |  | **BUAD3500 Marketing Strategies** |  | **3** |  |
|  | Up. Division Elective |  | | 3 |  | Up. Division Elective |  | 3 |  |
|  | Up. Division Elective |  | | 3 |  | Up. Division Elective |  | 3 |  |
|  | Up. Division Elective |  | | 3 |  | Up. Division Elective |  | 3 |  |
|  |  |  | |  |  |  |  |  |  |
|  | **Total Hours** |  | | **15** |  | **Total Hours** |  | **15** |  |
|  | **Notes:** | | | | | | | | |
| **Updated:**  **3/19/16** |
| **\* Graduation requirement for all first time freshmen**  **DISCLAIMER: These plans are to be used as guides only and are subject to changes in curriculum requirements. Refer to your Graceland Catalog for complete and accurate information. Some courses listed on the plans may have prerequisites that have not been stated. The student has the ultimate responsibility for scheduling and meeting the graduation requirements.** | | | | | | | | |
| **Name:**  **ID:** |
|  |

