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| **2020-2021** | **Bachelor of Arts (B.A.) Degree - Social Media Marketing**  **Name:** **ID:** | | | | | | | |
| **Courses in BOLD are required by this major**  **Courses in regular type are to fulfill essential education requirements and DO NOT have to be taken the specific semester stated. If you choose to earn an Essential Education Theme Concentration, you must complete 4 theme-based courses from one of the Essential Education themes.**  ***Courses in ITALIC are strongly recommended***  **+denotes courses offered only every other year**  **ALSO REQUIRED FOR GRADUATION**   * **120 credit hours** * **39 Upper division credits** * **2.00 GPA** * **Completion of all major & essential ed requirements** |
| **First Year Fall** | **LO Goal** | **Sem Hours** | **Date Met** | **First Year Spring** | **LO Goal** | **Sem Hours** | **Date Met** |
| *BUAD1100 Introduction to Business* |  | 3 |  | **ECON1320 Principles of Microeconomics** | **5c\*\*** | **3** |  |
| **ARTS1680 Computer Graphics for Art & Design** |  | **3** |  | Knowledge of the Physical and natural World: Science | 6a | 3 |  |
| ENGL1100 Discourse I OR  HONR1010 Honors 101 | 1a | 3 |  | *MATH1380 Intro to Statistics* | 6b | 3 |  |
| **COMM1250 Introduction to Communication Theory** |  | **3** |  | ENGL2100 Discourse II OR  HONR2010 Honors 201 | 1b | 3 |  |
| INTD1100 Critical Thinking in Arts & Sciences | 2 | 3 |  | **ARTS1710 Introduction to Graphic Design** |  | **3** |  |
| **Total Hours** |  | **15** |  | **Total Hours** |  | **15** |  |
| **Notes:** | | | | | | | |
| **Second Year Fall** | **LO Goal** | **Sem**  **Hours** | **Date Met** | **Second Year Spring** | **LO Goal** | **Sem Hours** | **Date Met** |
| Knowledge of the Human Culture: Histories | 5d | 3 |  | **COMM2300 Introduction to Media Technology (EOY) even** |  | **3** |  |
| *EDUC2100 Technology as a tool for Discovery and Innovation* | 4 | 3 |  | **CSIT1060 Introduction to Web Page Programming** |  | **3** |  |
| Global Learning\*\*\* | 4 | 3 |  | Knowledge of the Human Culture: Humanities | 5b | 3 |  |
| Knowledge of the Physical and Natural World: Math | 6b | 3 |  | Knowledge of the Human Culture: Arts | 5a | 3 |  |
| Elective |  | 3 |  | Elective |  | 3 |  |
| **Total Hours** |  | **15** |  | **Total Hours** |  | **15** |  |
| **Notes:** | | | | | | | |
| **Third Year Fall**  ***(check your degree audit!)*** | **LO Goal** | **Sem**  **Hours** | **Date Met** | **Third Year Spring** | **LO Goal** | **Sem Hours** | **Date Met** |
| **BUAD3330 Principles of Marketing** |  | **3** |  | **ARTS3640 Interactive Design** |  | **3** |  |
| **ARTS3630 Systems in Design** |  | **3** |  | **COMM3140 Campaigns and Theories of Persuasion (EOY) even** |  | **3** |  |
| **COMM2500 Introduction to Mass Media (EOY) odd** |  | **3** |  | **BUAD/CSIT3600 Electronic Commerce (EOY) even** |  | **3** |  |
| ENGL3100 Discourse III | 1c | 3 |  | *COMM2100 Introduction to Organizational Comm. (EOY) odd* |  | 3 |  |
| Ethical Thinking & Action\* | 3 | *3* |  | *BUAD3210 Social Media Marketing* |  | 3 |  |
| **Total Hours** |  | **15** |  | **Total Hours** |  | **15** |  |
| **Notes: Summer internship in Social Media Marketing strongly encouraged** | | | | | | | |
| **Fourth Year Fall**  ***(apply for graduation!)*** | **LO Goal** | **Sem**  **Hours** | **Date Met** | **Fourth Year Spring** | **LO Goal** | **Sem Hours** | **Date Met** |
| **COMM3500 Emerging & Social Media (EOY) even** |  | **3** |  | **BUAD4210 Seminar in Social Media Marketing** |  | **3** |  |
| *BUAD3450 Organizational Behavior (EOY) even* |  | 3 |  | Elective |  | 3 |  |
| **BUAD4430 Marketing Strategies** |  | **3** |  | Elective |  | 3 |  |
| Elective |  | 3 |  | Elective |  | 3 |  |
| Elective |  | 3 |  | Elective |  | 3 |  |
| **Total Hours** |  | **15** |  | **Total Hours** |  | **15** |  |
| **Notes:** | | | | | | | |
| **\*** *It is strongly recommended that Econ majors choose one of the following for their math general education requirement: MATH1280, MATH1330, MATH1350, MATH1510*  \*\*The following courses satisfy the Social Science Learning Outcome for theme listed: ECON1300 Principles of Macroeconomics (World Citizenship), ECON1320 Principles of Microeconomics (Sustainability), ECON3200 Public Finance (Equality) and ECON3280 Economic Development (Innovation).  \*\*\*The following courses satisfy the Global Learning Outcome for the theme listed: AGRI1200 Sustainable International Agriculture (Sustainability) and ECON3440 International Economics (World Citizenship).  **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.** | | | | | | | |
| **Updated:**  **3/4/20** |

