

# SOCIAL MEDIA MANAGEMENT (M.S.)

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**Important:** This degree plan is effective for those starting this degree program in fall 2022 through summer 2023. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

| Code                | Title   | Hours     |
|---------------------|---|-----------|
| <b>Core Courses</b> |   |           |
| COMS 560            | Communication and Conflict                            | 3         |
| STCO 526            | Strategic Storytelling                                | 3         |
| STCO 533            | Video, Social & Mobile Promotion                      | 3         |
| STCO 534            | Strategic Media Analysis                              | 3         |
| STCO 546            | Effective Media Analysis                              | 3         |
| STCO 550            | Best Practices: Transforming the Digital Organization | 3         |
| STCO 562            | Using Emerging Trends in Strategic Communication      | 3         |
| STCO 622            | Organizational Communication Theory and Practice      | 3         |
| STCO 648            | Setting Social & Interactive Goals                    | 3         |
| STCO 658            | Strategic Communication Campaigns for the Digital Age | 3         |
| STCO 681            | New Beginnings: Research, Insight, and Application    | 3         |
| <b>Total Hours</b>  |   | <b>33</b> |

*All applicable prerequisites must be met*

## Graduation Requirements

- Complete 33 hours
- A maximum of 50% of the program hours may be transferred if approved and allowable, including credit from an earned degree from Liberty University on the same academic level
- 3.0 GPA
- No more than two grades of C may be applied to the degree (includes grades of C+ & C-)
- No grade of D or below may be applied to the degree (includes grades of D+ & D-)
- Degree must be completed within 5 years
- Liberty University course work that is more than ten years old may not be applied towards this degree. Students are required to repeat the course if it has exceeded the age limit
- Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date

## Program Offered in Online Format