MASTER OF SCIENCE IN SOCIAL MEDIA MANAGEMENT (M.S.)

Purpose
The Master of Science in Social Media Management, a 33-credit-hour program, provides students with strategic social media promotion and management expertise, such that it will provide them with a competitive edge in the employment market—both for-profit and non-profit—and add value to their careers.

Program Learning Outcomes
The student will be able to:
1. Critically analyze and apply social media theory and scholarship based on their knowledge of the literature of the discipline.
2. Formulate and apply a working knowledge of the social media promotion and interactive content toolbox.
3. Integrate social media communication principles and practices with a Christian Worldview.

Program Specific Admission Procedures
1. Earned baccalaureate degree or its equivalent from an institution accredited by an agency recognized by the U.S. Department of Education (e.g., SACSCOC, TRACS, ABHE, etc.)
2. Applicants should hold a 2.50 GPA for undergraduate study. Applicants with a GPA of 2.50 to 2.99 (on a 4.00-point scale) may be considered for enrollment in the program on a Cautionary basis.

Transfer Credit
Students may transfer up to 15 credit hours of graduate-level courses in communication from an accredited institution subject to department approval. In order to transfer credit, students must have earned the minimum grade of B-; and courses must have been completed within 10 years of the start date of the program. Credits from a prior degree on the same academic level earned through Liberty University are considered transfer credits.

Graduation Requirements
In addition to other regulations governing graduation as stated in this Catalog, M.S. in Social Media Management graduates must:
• Complete 33 total 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 grades of D or below may be applied to the degree (includes grades of D+ & D-).
• For information regarding the repeat policy, please refer to “Course Repeat Policy” in the Academic Information and Policies section of this Catalog.
• Degree must be completed within 5 years.

Program of Study
Delivery Format: Online Only
• Social Media Management (M.S.)

Career Opportunities
• Marketing or Communications Director
• Social Media Manager
• Church Video Manager
• Customer Relations Manager
• Customer Satisfaction VP
• Recruitment Coordinator
• Employee Relations Manager

Courses
STCO 526 Strategic Storytelling 3 Credit Hour(s)
Investigative journalism in the digital age.
Offered: Resident and Online

STCO 532 Media Technologies & Communication Strategies 3 Credit Hour(s)
This course examines established and emerging media technologies used by various organizations in communicating specific messages to diverse audiences.
Offered: Resident and Online

STCO 533 Video, Social & Mobile Promotion 3 Credit Hour(s)
This course explores the creation & use of disruptive video-intensive social & mobile integrated marketing strategies.
Offered: Resident and Online

STCO 534 Strategic Media Analysis 3 Credit Hour(s)
Analysis of the use of sight and sound to affect audiences.
Offered: Resident and Online

STCO 546 Effective Media Analysis 3 Credit Hour(s)
Using social media platforms to build a competitive advantage. Involves extensive integration and application of social media technologies.
Offered: Resident and Online

STCO 550 Best Practices: Transforming the Digital Organization 3 Credit Hour(s)
Lead digitally-driven organizations to extraordinary growth in both for-profit & non-profit sectors.
Offered: Resident and Online

STCO 562 Using Emerging Trends in Strategic Communication 3 Credit Hour(s)
Developing the ability to grow organizations through online market-making and strategy. Hands-on experience with radical new digital and interactive tools for achieving relationships and spreading ideas.
Offered: Resident and Online

STCO 622 Strategic Organizational Communication 3 Credit Hour(s)
Analysis of theories and practices that assist individuals in success in organizations. Students develop the ability to add value to employing organizations and enhance individual careers.
Offered: Resident and Online
STCO 638  Video Storytelling  3 Credit Hour(s)
How to create and use affective video narratives to strategically move consumers and other viewers through online digital media.
Offered: Online

STCO 639  Transmedia Storytelling  3 Credit Hour(s)
Principles and practice to strategically manage digital interactive and Transmedia organizations.
Offered: Resident and Online

STCO 648  Setting Social & Interactive Goals  3 Credit Hour(s)
The use of social, mobile and online benchmarking and metrics in maximizing social media strategy and growing a customer/audience base.
Offered: Online

STCO 658  Strategic Communication Campaigns for the Digital Age  3 Credit Hour(s)
An exploration of the use of integrated marketing communication for strategic movement of organizations, products and services toward growth.
Offered: Resident and Online

STCO 670  Challenge Examination  3 Credit Hour(s)
Capstone written challenge.
Offered: Online

STCO 681  New Beginnings: Research, Insight, and Application  3 Credit Hour(s)
This course provides the student with a personalized career-oriented framework for successful completion & application of this graduate program.
Offered: Resident and Online

STCO 690  Thesis Defense  3 Credit Hour(s)
Intended to demonstrate a student's ability to carry out original research using one of three class research methods: historical-critical (qualitative), descriptive (qualitative and quantitative), or experimental (quantitative). Thesis may be designed to answer practical research questions, theoretical, or ethical issues of interest to scholars and professionals in the communication field.
Offered: Resident and Online

STCO 691  Project  3 Credit Hour(s)
Project may be designed to answer practical research questions, theoretical, or ethical issues of interest to scholars and professionals in the communication field. Demonstrates the ability of a student to conduct research and exhibit expertise in communication.
Offered: Online