

STRATEGIC COMMUNICATION (B.S.) - SOCIAL MEDIA MANAGEMENT - ONLINE

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.

General Education/Foundational Skills Requirements

Code	Title	Hours
Communication & Information Literacy ¹		
ENGL 101	Composition and Rhetoric	3
	Communications Elective	3
	Information Literacy Elective ²	3
	Information Literacy Elective	3
Technological Solutions & Quantitative Reasoning ¹		
UNIV 104	Instructional Technology for Successful Online Learning	0-3
	Math Elective MATH 114 or higher	3
Critical Thinking ¹		
RLGN 104	Christian Life and Biblical Worldview ³	4
	Critical Thinking Elective	3
Civic & Global Engagement ¹		
	Cultural Studies Elective	3
Social & Scientific Inquiry ¹		
	Natural Science Elective	3
	Social Science Elective	3
Christianity & Contexts ¹		
BIBL 104	Survey of Old and New Testament	4
THEO 104	Introduction to Theology Survey ³	4
Total Hours		39-42

¹ Refer to the list of approved general education electives before enrolling in foundational skills requirements

² HIUS 221 Survey of American History I (3 c.h.), HIUS 222 Survey of American History II (3 c.h.), or HIUS 223 Survey of American History I On Site (3 c.h.) is strongly recommended

³ Students transferring in 45 or more UG credit hours will have the requirement of RLGN 104 Christian Life and Biblical Worldview (4 c.h.) waived; Students transferring in 60 or more UG credit hours will also have the requirement of THEO 104 Introduction to Theology Survey (4 c.h.) waived

Major Requirements

Code	Title	Hours
Major Foundational Courses		
SCOM 110	Media and Culture ¹	3
Total Hours		3

¹ Course may fulfill select general education requirements

Code	Title	Hours
Major Core		
ARTS 222	Graphic Design Foundations	3
ARTS 224	Media Design	3
ARTS 319	Mobile & Interactive Technology Applications	3
DMCA 499	Internship	3
JOUR 225	Media Writing	3
STCO 289	Digital Promotion Technologies and Application ^{1,2}	3
	or SCOM 212 Criticism of Popular Culture	
STCO 307	Strategic Communication	3
STCO 346	Persuasive Advertising and Storytelling	3
STCO 348	Strategic Social Media	3
STCO 356	Digital/Social/Mobile Communication Strategies ^{1,2}	3
	or SCOM 325 Interpersonal Communication	
STCO 426	Creating Affiliate Loyalty in a Digital Age ^{1,2}	3
	or SCOM 490 Crisis Communication and Negotiation	
STCO 487	Agency/Field Projects	3
Total Hours		36

¹ STCO 289 Digital Promotion Technologies and Application (3 c.h.), STCO 356 Digital/Social/Mobile Communication Strategies (3 c.h.), and STCO 426 Creating Affiliate Loyalty in a Digital Age (3 c.h.) are offered in the online format

² SCOM 212 Criticism of Popular Culture (3 c.h.), SCOM 325 Interpersonal Communication (3 c.h.), and SCOM 490 Crisis Communication and Negotiation (3 c.h.) are offered in the residential format

Code	Title	Hours
Cognate		
JOUR 356	Social Media Writing	3
STCO 422	Social Media Development	3
STCO 462	Using the Social and Digital Future ¹	3
	or SCOM 360 Leadership Communication	
Total Hours		9

¹ SCOM 460 Communication in the Marketplace (3 c.h.) is offered in the resident format

Code	Title	Hours
Free Electives		
	Choose 30-36 credit hours of Free Electives	30-36
Total Hours		30-36

All applicable prerequisites must be met

Graduation Requirements

- 120 Total hours
- 2.0 Overall grade point average
- 30 Hours must be upper-level courses (300-400 level)
- **Grade of 'C'** Minimum required for all upper-level courses in the major

- **25%** Of major and cognate taken through Liberty University
- **30** Hours must be completed through Liberty University
- **Grad App** Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation date