

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

Important: This degree plan is effective for those starting this degree program in fall 2023 through summer 2024. 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
INQR 101	Inquiry	1
	Communications Elective	3
	Information Literacy Elective ²	3
	Information Literacy Elective	3
Technological Solutions & Quantitative Reasoning ¹		
UNIV 101	Foundational Skills	1
	Math Elective MATH 114 or higher	3
	Technology Competency ³	0-3
Critical Thinking ¹		
RLGN 105	Introduction to Biblical Worldview ⁴	2
RSCH 201	Research	3
	Critical Thinking Elective	3
Civic & Global Engagement ¹		
EVAN 101	Evangelism and the Christian Life ⁴	2
	Cultural Studies Elective	3
Social & Scientific Inquiry ¹		
	Natural Science Elective	3
	Social Science Elective	3
Christianity & Contexts ¹		
BIBL 105	Old Testament Survey	2
BIBL 110	New Testament Survey	2
THEO 201	Theology Survey I ⁴	2
THEO 202	Theology Survey II ⁴	2
Total Hours		44-47

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 All students must pass the Computer Assessment OR complete an applicable INFT course

⁴ Students transferring in 45 or more UG credit hours will have the requirements of RLGN 105 Introduction to Biblical Worldview (2 c.h.) and EVAN 101 Evangelism and the Christian Life (2 c.h.) waived; Students transferring in 60 or more UG credit hours will also have the

requirements of THEO 201 Theology Survey I (2 c.h.) and THEO 202 Theology Survey II (2 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 resident 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 460 Communication in the Marketplace	
Total Hours		9

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

Code	Title	Hours
Free Electives		
Choose 25-31 credit hours of Free Electives		25-31
Total Hours		25-31

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
- **CSER** All requirements must be satisfied before a degree will be awarded