

Pathway: Social Media Management and Content Creation

Purpose:

The Social Media Management and Content Creation pathway is designed to equip students with the skills and knowledge needed to excel in the rapidly growing fields of social media and digital content. This pathway focuses on strategic communication, digital marketing, content creation, and the use of digital tools to engage and grow audiences effectively.

Career Outcomes:

- Social Media Manager
- Content Creator
- Digital Marketing Specialist
- Brand Manager
- Online Community Manager
- Digital Strategist
- Marketing Communications Specialist
- Influencer Marketing Manager

10-Course Academic Pathway

1. **COMM 305 - Digital Communication**
 - **Description:** Explores the impact of digital media on communication practices, including the use of social media platforms, digital storytelling, and online engagement strategies.
2. **COMM 310 - Public Relations**
 - **Description:** Introduction to public relations theories and practices, focusing on media relations, strategic communication, and campaign planning.
3. **MKTG 301 - Principles of Marketing**
 - **Description:** Fundamental principles of marketing, including market research, consumer behavior, and strategic planning.
4. **MKTG 340 - Digital Marketing**
 - **Description:** Examines digital marketing strategies, including SEO, SEM, email marketing, and social media marketing. Focuses on analytics and ROI measurement.
5. **COMM 345 - Multimedia Content Creation**
 - **Description:** Hands-on course in creating multimedia content for various platforms, including video, audio, and graphic design. Emphasizes storytelling and brand alignment.
6. **MKTG 350 - Social Media Marketing**
 - **Description:** Focuses on developing and implementing social media strategies, content planning, community engagement, and analytics.
7. **COMM 360 - Content Strategy**
 - **Description:** Develops skills in creating, managing, and optimizing content across digital platforms. Emphasizes audience analysis and content performance metrics.
8. **COMM 410 - Advanced Public Relations**
 - **Description:** Advanced study of public relations practices, including crisis communication, media training, and advanced campaign strategies.
9. **MKTG 450 - Marketing Analytics**
 - **Description:** Introduces students to the tools and techniques used to analyze marketing data, including social media metrics, web analytics, and customer insights.
10. **COMM 460 - Capstone in Digital Communication**

- **Description:** Integrative course that requires students to develop a comprehensive digital communication strategy for a real or hypothetical client, incorporating social media, content creation, and digital marketing tactics.

These courses provide a comprehensive education in social media management and content creation, preparing students for various roles within the digital marketing and communications fields.