

MAMC: Social Media – Professional

DEGREE PLAN OF: _____
Please print your name.

DATE _____

FACULTY ADVISER: _____

TOTAL CREDITS REQUIRED: 33 CREDITS MINIMUM (excluding undergraduate courses throughout the university). No thesis is required.

A. CORE. 12 CREDITS REQUIRED*. Complete all of the following.

		CREDIT	TERM/YEAR	GRADE
MMC 6400	Mass Communication Theory	3	_____	_____
MMC 5427	Research Methods in Digital Communications	3	_____	_____
MMC 5006	Introduction to Multimedia Communication	3	_____	_____
MMC 5636	Introduction to Social Media	3	_____	_____

B. ELECTIVES/TRANSFER COURSEWORK. 18 CREDITS REQUIRED. All courses must be approved by adviser.**

		CREDIT	TERM/YEAR	GRADE
ADV 6325	Advertising and Social Media	3	_____	_____
MMC 6727	Social Media Metrics and Evaluation	3	_____	_____
MMC 6728	Branding Using Social and Mobile Media	3	_____	_____
MMC 6730	Social Media Management	3	_____	_____
MMC 6726	Social Media and Virtual Worlds	3	_____	_____
MMC 6725	Social Media and News	3	_____	_____
MMC 6205	Social Media Ethics	3	_____	_____
MMC 6949	Professional Internship. S/U.	1-3	_____	_____
MMC 6905	Individual Work/Independent Study	1-3	_____	_____
	Other courses to be determined			

C. CAPSTONE EXPERIENCE. 3 CREDITS REQUIRED

		CREDIT	TERM/YEAR	GRADE
MMC 6936	Capstone	_____	_____	_____

TOTAL CREDITS REQUIRED: 33 CREDITS REQUIRED of which 30 must be letter-graded (excluding undergraduate courses throughout the university).

Signatures below indicate approval of this degree plan.

Signature of Student

Date Signed

Signature of Faculty Adviser

Date Signed

Signature of Sr. Associate Dean, Division of Graduate Studies & Research

Date Signed

* Students can complete core courses to receive a graduate certificate.

** Up to nine hours of graduate-level, letter-graded with a B or better, transfer credits from non-UF institutions may be applied with approval of adviser and Graduate School.