

# MAMC: Social Media

DEGREE PLAN OF: \_\_\_\_\_  
*Please print your name.*

DATE \_\_\_\_\_

FACULTY ADVISER: \_\_\_\_\_

**TOTAL CREDITS REQUIRED: 38 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 5636	Introduction to Social Media	3	_____	_____
MMC 5006	Introduction to Multimedia Communication	3	_____	_____
MMC 6728	Branding Using Social and Mobile Media	3	_____	_____
ADV 6325	Advertising and Social Media	3	_____	_____

**B. MAMC CORE. 9 CREDITS REQUIRED**

		CREDIT	TERM/YEAR	GRADE
MMC 6400	Mass Communication Theory	3	_____	_____
MMC 5427	Research Methods in Digital Communication	3	_____	_____
MMC 6727	Social Media Metrics and Evaluation	3	_____	_____

**C. ELECTIVES/TRANSFER COURSEWORK\*\*, 9 CREDITS REQUIRED. All courses must be approved by adviser.**

		CREDIT	TERM/YEAR	GRADE
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 6936	Digital Storytelling	3	_____	_____
MMC 6936	Advanced Social Media Analytics	3	_____	_____
MMC 6949	Professional Internship. S/U	3	_____	_____

**D. PRACTICUM. 4 CREDITS REQUIRED.**

		CREDIT	TERM/YEAR	GRADE
MMC 6936	Social Media Practicum One	1	_____	_____
MMC 6936	Social Media Practicum Two	1	_____	_____
MMC 6936	Social Media Practicum Three	1	_____	_____
MMC 6936	Social Media Practicum Four	1	_____	_____

**E. PROFESSIONAL DEVELOPMENT. 1 CREDIT REQUIRED\*\*\***

		CREDIT	TERM/YEAR	GRADE
MMC 6936	Personal Branding and Professional Development	1	_____	_____
MMC 6936	Freelancing for Communication Professionals	1	_____	_____

**F. CAPSTONE EXPERIENCE. 3 CREDITS REQUIRED**

		CREDIT	TERM/YEAR	GRADE
MMC 6936	Capstone	3	_____	_____

**TOTAL CREDITS REQUIRED: 38 CREDITS REQUIRED of which 35 must be letter-graded** (excluding undergraduate courses throughout the university).

**Signatures below indicate approval of this degree plan.**

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*Signature of Student*

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*Date Signed*

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*Signature of Faculty Adviser*

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*Date Signed*

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

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*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.

\*\*\* Students who take MMC 6949 as an elective must take MMC 6936 Freelancing for Communication Professionals to fulfill this degree requirement.