GLOBAL STRATEGIC COMMUNICATION
Social Media Track

Advertising & Social Media   ADV6325   3 Credits

16-week Live & Asynchronous

The course teaches students to conceptualize, create, polish, and place effective advertisement executions in social media. Within the social media curriculum, this is the class that will allow students to flex their creative muscles. Students will learn how to concept an ad campaign, as well as learn a basic understanding of how Photoshop works. Thus furthering their ability to sell products through social channels, and sell themselves to companies.

Introduction to Multimedia   MMC5006   3 Credits

12-Week Asynchronous

This course is designed to provide students a new skillset in digital storytelling ideas, production, and analysis. In this course students will develop skills to produce creative online stories that will reverberate with the widest audience possible. Creating impactful stories will require a new understanding and thought process of how digital stories differ from those in print, radio and television. To do this, we will look at the changing roles of storytellers in news, promotion, and public relations and marketing while discussing and analyzing media consumption habits that encourage a seamless transition from active audience member to creator. Students will learn video storytelling techniques with Adobe Audition and Adobe Premier Pro.

Introduction to Social Media   MMC5636   3 Credits

12-week Asynchronous

Intro to Social Media will familiarize students with the evolution, revolution as well as the current status and future of social media for business. This "how to" course focuses on social media best practices for content, frequency, visuals and the mechanics behind each. Students will learn how social media influences public relations, marketing, customer service and other aspects of business communications. The course explores the differences between the major social media channels including Facebook, Twitter, LinkedIn, Instagram, Pinterest and Snapchat.

Social Media Metrics & Evaluation   MMC6727   3 Credits

12-week Asynchronous

Students will learn by doing through collection and analysis of real social media campaign data. After completing the course, students will be able to describe the proper measurement mechanisms to employ, identify the data points that help clarify campaign effectiveness, master the proper approach for analyzing data, and determine how the outcomes from data analysis should modify overall strategy.