

THE UNIVERSITY OF SCRANTON
COLLEGE OF ARTS & SCIENCES
SOCIAL MEDIA STRATEGIES

About the Program

The Social Media Strategies major prepares students for careers that combine social media strategies with business objectives and marketing communications. Students learn to connect with audiences, helping organizations, celebrities and nonprofits achieve communication, marketing and branding goals. From conceptualization to implementation, students produce sophisticated digital content, and create engaging integrated social media campaigns using traditional media and several social media platforms.



admissions.scranton.edu/socialmedia

Outcomes & Opportunities

- Social media is one of the fastest growing industries. As of 2019, there were more than 2.77 billion active social media users, and 91% of retail brands use two or more social media platforms.
- Almost 1 million new users are added to social media each day, providing opportunities for businesses to expand their reach to target audiences.
- Careers in social media include social media marketing strategist, SEO specialist, online community manager, blogger or social media copywriter, among others.
- 100% of our recent graduating classes had at least one internship, and more than 50% had two.
- Our communication graduates work for a wide range of companies and organizations nationwide, including Beckerman PR, CBS, The Nielsen Company, Edelman Public Relations, Sirius/XM, Havas, Horizon Media and Fenty Beauty, among others.

Among the TOP 10 IN THE NORTH for 28 years

– U.S. News & World Report's
Best Colleges



SUCCESS AHEAD

SOCIAL MEDIA STRATEGIES CURRICULUM

Department & Number - Descriptive Title of Course		Fall Cr.	Spr. Cr.
FIRST YEAR			
MAJOR	COMM 109 - G/S/P Skill Set – COMM 117 - Foundations of Business Writing & Social Media Communication	1	3
GE WRTG	COMM 108 - (FYW) Essential Writing Skills ¹	3	
GE SPCH	INTD 112 - (FYOC, FYDT) EP Foundation	3	
MAJOR	COMM ELECT - Communication Elective		3
GE HUMN	HUMN ELECT - Humanities Electives	3	3
GE S/BH	S/BH ELECT - Social/Behavioral Elective		3
GE PHIL-T/RS	PHIL 120 - Introduction to Philosophy – T/RS 121 - (P) Theology I: Introduction to the Bible	3	3
GE FSEM	First Year Seminar ²		
		13	15
SECOND YEAR			
MAJOR	COMM 215 - Introduction to Communication Theory – COMM 210 - (EPW) Logical & Rhetorical Analysis	3	3
MAJOR	COMM 235 - Introduction to Social Media Strategies – COMM 227 - Contemporary Public Relations	3	3
FREE ELECT	FREE ELECT - Free Electives	3	3
GE HUMN	HUMN ELECT - Humanities Elective		3
GE PHIL -T/RS	PHIL 210 - Ethics – T/RS 122 - (P) Theology II: Introduction to Christian Theology	3	3
GE S/BH	S/BH ELECT - Social/Behavioral Elective	3	
		15	15
THIRD YEAR			
MAJOR	COMM 316 - Communication Ethics – COMM ELECT - Communication Elective	3	3
MAJOR	COMM 365 - Social Media Production – COMM 265 - Social Media Communication	3	3
FREE ELECT	FREE ELECT - Free Electives	3	3
GE QUAN	COMM 240 - (Q) Communications Research Methods		3
GE PHIL -T/RS	PHIL ELECT - Philosophy Elective or T/RS ELECT - T/RS elective	3	
GE NSCI	NSCI ELECT - Natural Science Electives	3	3
GE ELECT	FREE ELECT - Free Electives	3	3
		18	18

Department & Number - Descriptive Title of Course		Fall Cr.	Spr. Cr.
FOURTH YEAR			
MAJOR	COMM 415 - Senior Seminar – COMM 435 - Social Media Campaigns	3	3
COGNATE	COGNATE ELECT - Cognate Electives	3	6
GE HUMN	HUMN ELECT - Humanities Elective	3	
GE ELECT	FREE ELECT - Free Electives	6	3
		15	12

Total: 121 Credits



CONTACT INFORMATION

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1.888.SCRANTON or visit admissions.scranton.edu

¹ The Department of Communication prefers students fulfill (FYW) requirements by completing COMM 108. However WRTG 107 or WRTG 105 and WRTG 106 may be substituted.

² The selection of a First Year Seminar is likely to fulfill requirements both for the First Year Seminar and a General Education Requirement. Thus, the First Year Seminar will not add to the total credits for the semester. Talk with your advisor if you have any questions.

Curriculum grid effective for the 2022-23 academic year in accordance with the undergraduate course catalog.