



SCHOOL OF COMMUNICATION, FILM, AND MEDIA

MS Digital and Social Media Communication

Program Sheet

Updated 2/8/2022

The Master of Science in Digital and Social Media Communication seeks to provide aspiring practitioners and current working professionals with the tools necessary to advance their career or pursue further graduate studies. At the same time, the program emphasizes the kinds of advanced critical thinking skills and theoretical foundations that will serve students beyond existing digital platforms or skill sets. With courses that cut across content creation, analytics, strategic communication, and more, students will leave the program with a better understanding of how to adapt to the evolving emerging media marketplace and adopt the kind of entrepreneurial spirit necessary to stand out in today's crowded digital/social media environment.

Required Courses – 30 hours

Foundational Courses – 9 hours

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| COMM 6654 | Digital and Social Media Communication Law | 3 hours |
| COMM 6684 | Research Methods in Digital and Social Media Communication | 3 hours |
| COMM 6600 | Digital and Social Media Communication Theories | 3 hours |

Digital and Social Media Core Courses – 9 hours

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| COMM 6056 | Digital and Social Media Communication Storytelling | 3 hours |
| COMM 6057 | Digital and Social Media Communication Strategies | 3 hours |
| COMM 6058 | Digital and Social Media Communication Analytics and Evaluation | 3 hours |

Digital and Social Media Communication Electives – 9 hours

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| COMM 6055 | Seminar - Topics in Digital and Social Media Communication (Repeatable) | 3-9 hours |
| 5xxx/6xxx | Courses outside of degree program | 0-6 hours |

Capstone Project – 3 hours

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| COMM 6655 | Digital and Social Media Communication Capstone* | 3 hours |
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*Must submit and receive approval for Capstone Project Prospectus before enrolling.