

Social Media & Data Analytics

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| **Required for all Communication Majors (24 credits)** | **Credits** | **Semester** | **Grade** |
| COMM 1020 HU Principles of Public Speaking | 3 |  |  |
| COMM 1130 Media Writing **OR**  COMM 1140 Writing for Workplace Communication | 3 |  |  |
| COMM 2110 HU CEL Interpersonal and Small Group Communication | 3 |  |  |
| COMM 3000 Communication Theory  *Prerequisite for many upper-division courses and should be taken as early as possible.* | 3 |  |  |
| COMM 3150 Communication Research Methods | 3 |  |  |
| COMM 3650 Communication Law | 3 |  |  |
| COMM 4890 INT Communication Internship | 3 |  |  |
| COMM 4990 Senior Seminar | 3 |  |  |
| **Required for Social Media & Data Analytics Emphasis (21 credits)** | | | |
| COMM 2250 HU Essentials of Digital Media | 3 |  |  |
| COMM 2400 Social Media for Communicators | 3 |  |  |
| COMM 3350 Visual Communications | 3 |  |  |
| COMM 3460 Public Relations and Social Media | 3 |  |  |
| COMM 3840 Data Visualization and Storytelling | 3 |  |  |
| COMM 3880 Audience Analysis | 3 |  |  |
| COMM 4880 Social Media Metrics and Measurement | 3 |  |  |
| **Electives for Social Media & Data Analytics (Pick 9 credits)** | | | |
| COMM 1560 Audio Production and Performance | 3 |  |  |
| COMM 2010 HU Mass Media and Society | 3 |  |  |
| COMM 2200 Multi-Camera Production and Performance | 3 |  |  |
| COMM 3080 Intercultural Communication | 3 |  |  |
| COMM 3090 Gender and Communication | 3 |  |  |
| COMM 3100 Small Group Facilitation and Leadership | 3 |  |  |
| COMM 3120 Advanced Public Speaking | 3 |  |  |
| COMM 3130 News Reporting and Writing | 3 |  |  |
| COMM 3200 Live Event Production | 1-3 |  |  |
| COMM 3220 Editing | 3 |  |  |
| COMM 3400 Introduction to Public Relations | 3 |  |  |
| COMM 3440 Public Relations Writing | 3 |  |  |
| COMM 3550 Organizational Communication | 3 |  |  |
| COMM 3740 Writing for Screen | 3 |  |  |
| COMM 3750 Advanced Cinematography and Editing | 3 |  |  |
| COMM 3820 Persuasive Communication | 3 |  |  |
| COMM 3850 Advertising | 3 |  |  |
| COMM 3890 INT Advanced Cooperative Work Experience with *The Signpost* | 1-3 |  |  |
| COMM 3891 INT Advanced Cooperative Work Experience with *KWCR* | 1-3 |  |  |
| COMM 3892 INT Advanced Cooperative Work Experience with Public Relations | 1-3 |  |  |
| COMM 3893 INT Advanced Cooperative Work Experience with Public Relations | 1-3 |  |  |
| COMM 4440 Developing and Evaluating Health Communication Campaigns | 3 |  |  |
| COMM 4760 Media Management and Distribution | 3 |  |  |

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| **Non-Communication Electives for Social Media & Data Analytics (Pick 15 credits)** | | | |
| *Students must complete a minor approved by their academic advisor* ***OR*** *select 15 credits from list below.* | | | |
| **-- Audience Analysis Track --** | | | |
| COMM 3820 Persuasive Communication **OR**  COMM 3850 Advertising **OR**  COMM 4400 INT Public Relations Media and Campaigns **OR**  COMM 4760 Media Management and Distribution | 3 |  |  |
| FAM 3150 Consumer Rights and Responsibilities | 3 |  |  |
| HLTH 2700 Consumer Health | 3 |  |  |
| MIS 2030 Introduction to Business Analytics *Prereq: MATH 1040 or QUAN 2600* | 3 |  |  |
| MIS 3220 Business Intelligence *Prereqs: MATH 1040 or QUAN 2600, MIS 2030* | 3 |  |  |
| MIS 3230 Data Mining for Business *Prereqs: MATH 1040 or QUAN 2600, MIS 2030* | 3 |  |  |
| MKTG 3100 Consumer Behavior  *Prereq: MKTG 3010* | 3 |  |  |
| SOC 3600 Social Statistics *Prereq: MATH 1010 or equivalent* | 3 |  |  |
| SOC 4220 Life in a Consumer Society | 3 |  |  |
| **-- Digital Strategy Track --** | | | |
| **Required:** ACTG 2010 Survey of Accounting I **OR**  BSAD 1010 Introduction to Business | 3 |  |  |
| ACTG 2020 Survey of Accounting II  *Prereq: ACTG 2010* | 3 |  |  |
| ENTR 1002 Startup Innovation | 3 |  |  |
| ENTR 2002 Marketing Strategy for Small Business | 1 |  |  |
| ENTR 2003 Marketing Execution for Small Business | 1 |  |  |
| ENTR 2004 Branding for Small Business | 1 |  |  |
| ENTR 2006 E-Commerce for Small Business | 1 |  |  |
| HAS 3020 Health Care Marketing | 3 |  |  |
| MGMT 3010 Organizational Behavior and Management | 3 |  |  |
| MIS 2030 Introduction to Business Analytics *Prereq: MATH 1040 or QUAN 2600* | 3 |  |  |
| MIS 3220 Business Intelligence *Prereqs: MATH 1040 or QUAN 2600, MIS 2030* | 3 |  |  |
| MIS 3230 Data Mining for Business *Prereqs: MATH 1040 or QUAN 2600, MIS 2030* | 3 |  |  |
| MKTG 3010 Marketing Concepts and Practices | 3 |  |  |
| MKTG 3100 Consumer Behavior  *Prereq: MKTG 3010* | 3 |  |  |
| SOC 3600 Social Statistics *Prereq: MATH 1010 or equivalent* | 3 |  |  |
| **-- Web Design Track --** | | | | |
| ART 1120 Design Concepts | 3 |  |  | |
| ART 2430 Introduction to Graphic Design  *Prereq: ART 1120* | 3 |  |  | |
| ART 2450 CA Foundations of Photography: Color/Digital | 3 |  |  | |
| ART 2750 Foundations of Video Art | 3 |  |  | |
| ART 3430 Typography and Publication Design  *Prereq: ART 2430 or Instructor Permission* | 3 |  |  | |
| ART 3445 Web Graphic Design *Prereq: ART 3430 or Instructor Permission* | 3 |  |  | |

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| **-- Web Design Track -- continued** | | | |
| ART 4440 Interaction Design *Prereq: ART 3445 or Instructor Permission* | 3 |  |  |
| SOC 3600 Social Statistics  *Prereq: MATH 1010 or equivalent* | 3 |  |  |
| WEB 1010 Exploring Web and User Experience | 3 |  |  |
| WEB 1400 Web Design and Usability | 3 |  |  |
| WEB 2200 Image Editing | 3 |  |  |
| WEB 2210 Computer Illustrations | 3 |  |  |
| WEB 2410 Web Animation I | 3 |  |  |
| WEB 2500 User Experience Design *Prereq: WEB 1400* | 3 |  |  |
| Web 3300 Motion Graphics *Prereqs: WEB 2200, WEB 2300 or Instructor Permission* | 3 |  |  |
| WEB 3530 Information Architecture  *Prereqs: WEB 1400, WEB 2500* | 3 |  |  |

**Notes**

* *Students may propose other courses to their academic advisor to best meet their academic goals.*
* *This advising sheet is not a contract but is designed to help students track academic progress.*
* *A maximum of 6 credit hours total from 3890, 3891, 3892, and 3893 may be counted for the major.*
* *Select classes carefully to meet upper-division requirements.*