

ASSOCIATE OF ARTS IN SOCIAL MEDIA MARKETING – REQUIRED COURSES

General Education Component		31 Credits
<u>Essential Skills</u>		
APSP 105	Introduction to Adult Learning	3
APSP 110	Effective Thinking	3
ENGL 101	Critical Reading & Writing I	3
ENGL 102	Critical Reading & Writing II	3
COMM 205	Public Speaking	3
<u>Humanities & Fine Arts</u>		
<i>Choose one:</i>		3 Credits
HUMA 101	Introduction to Humanities	
ENGL 250	Modern Short Stories	
MUSI 102	Music Appreciation	
<u>Natural Sciences</u>		
NSCI ____	Natural Science Course with Lab	4
<i>Typically NSCI 105 Introduction to Biology with Lab</i>		
<u>Mathematics</u>		
MATH 110	College Algebra	3
<u>Social & Behavioral Sciences</u>		
HIST 203	United States History	3
<i>Choose one:</i>		3
PSYC 103	Introduction to Psychology	
SOCI 103	Introduction to Sociology	
<u>Biblical Studies Component</u>		9 Credits
BIBL 103	Drama of Scripture	3
BIBL 202	Jesus: The Focus of Scripture	3
THEO 310	Spiritual Formation: Kingdom Living	3
<u>Professional Component</u>		21 Credits
BUSI 347	Principles of Marketing	3
BUSI 271	Social Media Marketing: Foundations & Strategy	3
BUSI 272	Social Media Marketing: Twitter	3
BUSI 273	Social Media Marketing: LinkedIn & Facebook	3
BUSI 371	Social Media Marketing: Blogging & Content Marketing	3
BUSI 372	Social Media Marketing: Video & Mobile Marketing	3
BUSI 373	Social Media Marketing: Pinterest & Instagram Mobile	3
TOTAL DEGREE CREDITS:		61 Credits