

# Bachelor of Arts Business Organizational Leadership

## Social Media Management Concentration

Department Chair: Cynthia Perkins, M.A.O.L.

The purpose of the social media management degree concentration is to provide students with a deep understanding of the role of social media in today's digital landscape. The concentration is designed to equip students with the skills and knowledge needed to create and execute effective social media strategies that drive business success.



### Students successfully completing this program will demonstrate:

1. *Mastery of social media platforms:* Students will have a deep understanding of how to use social media platforms such as to build brand awareness, engage with clients, and drive website traffic.
2. *Research skills:* Students will learn how to conduct research to inform social media strategies, including how to analyze audience demographics, identify trends, and track social media metrics.
3. *Content creation:* Students will learn how to create compelling social media content, including how to write effective copy, design eye-catching graphics, and produce engaging videos.
4. *Community management:* Students will learn how to manage online communities, including how to respond to client inquiries, handle negative feedback, and cultivate brand advocates.
5. *Strategy development:* Students will learn how to develop and execute comprehensive social media strategies, including how to set goals, identify target audiences, and measure success.
6. An in-depth understanding of how to integrate his/her faith into all areas of business and organizational life.

### Concentration Requirements, Total Required Credits: 123

#### I. General Studies 39 Credits

College and Career Success	3
Freshman Composition I	3
Freshman Composition II	3
Introduction to Public Speaking	3
Introduction to Philosophy	3
Literature Elective	3
Fine Arts Elective	3
General Psychology	3
History Elective	3
Math Elective	3
Science Elective	3
General Education Electives	6

#### II. Bible 45 Credits

Evangelism and Discipleship	3
Old Testament Law and History	3
Old Testament Poetry and Prophecy	3
World Missions and Religions	3
Life and Revelation of Christ	3
Hermeneutics	3
New Testament History and Letters	3
Systematic Theology I	3
Systematic Theology II	3
Systematic Theology III	3
Systematic Theology IV	3
Apologetics	3
Romans	3
Bible or Theology Electives	6

#### III. Major Core Courses 39 Credits

##### Organizational Leadership Core Courses

Introduction to Organizational Leadership	3
Managing Ethics in Organizations	3
Org. Comm. Methods and Strategies for Leaders	3
Organizational Theory and Behavior	3
Leading Org. Inn. and Change or Ldr. in Nonprofits	3
Intermediate Leadership: Conflict and Negotiation	3
Team Dynamics and Leading Diverse Groups or Strategic HR in Organizations	3

##### Social Media Management Courses

Introduction to Social Media Management	3
Strategic Storytelling	3
Communication Campaigns for the Digital Age	3
Strategic Media Analysis	3
Introduction to Video, Social, and Mobile Promotion	3
Marketing Research and Strategy	3
Business Org. Leadership Internship (2 Semesters)	0

# Business Organizational Leadership

## Social Media Management Concentration

Suggested Four-Year Schedule:

### Freshman Fall Semester 15 Credits

SLS1501	College and Career Success	3
ENC1101	Freshman Composition I	3
BIBL1322	Old Testament Law and History	3
GNMN1302	Evangelism and Discipleship	3
LDR1362	Introduction to Org. Leadership	3

### Freshman Spring Semester 15 Credits

ENC1102	Freshman Composition II	3
PSY1012	General Psychology	3
LDR2370	Org. Comm. Methods & Strat. for Ldrs.	3
MISS1301	World Missions and Religions	3
BIBL1311	Old Testament Poetry and Prophecy	3

### Sophomore Fall Semester 15 Credits

BIBL2331	Hermeneutics	3
BIBL2301	Life and Revelation of Christ	3
SPC1608	Introduction to Public Speaking	3
LDR3202	Managing Ethics in Org.	3
STCO2301	Introduction to Social Media Mgt.	3

### Sophomore Spring Semester 15 Credits

BIBL2321	New Testament History and Letters	3
MTEL2000	Math Elective	3
SCEL2000	Science Elective	3
BTEL2000	Bible or Theology Elective	3
LDR3363	Team Dynamics & Leading Diverse Grps. or Strategics HR in Organizations	3

### Junior Fall Semester 15 Credits

THEO3301	Systematic Theology I	3
GEEL3000	General Education Elective	3
PHI1010	Introduction to Philosophy	3
STCO2302	Intro. to Video, Social, and Mobile Promotion	3
LDR3215	Leading Org. Innovation & Change	3
LDR3341	or Leadership in Nonprofits	

### Junior Spring Semester 18 Credits

THEO3302	Systematic Theology II	3
BTEL3000	Bible or Theology Elective	3
STCO3301	Strategic Storytelling	3
LTEL3000	Literature Elective	3
HSEL2000	History Elective	3
LDR3373	Inter. Leadership: Conflict & Negotiation	3

### Senior Fall Semester 15 Credits

THEO4321	Systematic Theology III	3
THEO4311	Apologetics	3
FAEL2000	Fine Arts Elective	3
LDR4164	Org. Theory and Behavior	3
STCO3303	Comm. Campaigns for the Digital Age	3
BSOL4081	Business Org. Leadership Internship	0

### Senior Spring Semester 15 Credits

THEO4331	Systematic Theology IV	3
BIBL4301	Romans	3
STCO3302	Strategic Media Analysis	3
GEEL3000	General Education Elective	3
MKTG3613	Marketing and Research Strategy	3
BSOL4082	Business Org. Leadership Internship	0

\*A minimum of 18 credits of Major Elective must be at the 3000 level or higher.