

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
 English Composition I
 English Composition II
 Introduction to Public Speaking
 Introduction to Philosophy
 Literature Elective
 Fine Arts Elective
 General Psychology
 History Elective
 Math Elective
 Science Elective
 General Education Electives

II. Bible 45 Credits

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

III. Major Core Courses 39 Credits

Organizational Leadership Core Courses

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

Social Media Management Courses

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

Business Organizational Leadership

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Suggested Four-Year Schedule:

Freshman Fall Semester 15 Credits			Freshman Spring Semester 15 Credits		
SLS1501	College and Career Success	3	ENC1102	English Composition II	3
ENC1101	English Composition I	3	PSY1012	General Psychology	3
BIBL1311	Old Testament Law and History	3	BIBL1322	Old Testament Poetry and Prophecy	3
GNMN1302	Evangelism and Discipleship	3	MISS1301	World Missions and Religions	3
LDR1362	Introduction to Org. Leadership	3	LDR2370	Org. Comm. Methods & Strategy for Ldrs.	3
Sophomore Fall Semester 15 Credits			Sophomore Spring Semester 15 Credits		
BIBL2331	Hermeneutics	3	BIBL2321	New Testament History and Letters	3
BIBL2301	Life and Revelation of Christ	3	MTEL2000	Math Elective	3
SPC1608	Introduction to Public Speaking	3	SCEL2000	Science Elective	3
LDR3202	Managing Ethics in Org.	3	BTEL2000	Bible or Theology Elective	3
STCO2301	Intro. to Social Media Mgt.	3	LDR3363	Team Dynamics & Leading Diverse Grps.	3
			LDR3333	or Strategic HR in Organizations	
Junior Fall Semester 15 Credits			Junior Spring Semester 18 Credits		
THEO3301	Systematic Theology I	3	THEO3302	Systematic Theology II	3
GEEL3000	General Education Elective	3	BTEL3000	Bible or Theology Elective	3
PHI1010	Intro. to Philosophy	3	STCO3301	Strategic Storytelling	3
STCO2302	Intro. to Video, Social, & Mobile Promo.	3	LTEL3000	Literature Elective	3
LDR3215	Leading Org. Innovation & Change	3	HSEL2000	History Elective	3
LDR3341	or Leadership in Nonprofits		LDR3373	Inter. Leadership: Conflict & Negotiation	3
Senior Fall Semester 15 Credits			Senior Spring Semester 15 Credits		
THEO4321	Systematic Theology III	3	THEO4331	Systematic Theology IV	3
THEO4311	Apologetics	3	BIBL4301	Romans	3
FAEL2000	Fine Arts Elective	3	STCO3302	Strategic Media Analysis	3
LDR4164	Org. Theory and Behavior	3	GEEL3000	General Education Elective	3
STCO3303	Comm. Campaigns for the Digital Age	3	MKTG3613	Marketing and Research Strategy	3
BSOL4081	Bus. Org. Leadership Internship	0	BSOL4082	Bus. Org. Leadership Internship	0

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