

# 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		II. Bible 36 Credits	
College and Career Success	3	Evangelism and Discipleship	3
English Composition I	3	Old Testament Law and History	3
English Composition II	3	Old Testament Poetry and Prophecy	3
Introduction to Public Speaking	3	World Missions and Religions	3
Introduction to Philosophy	3	Life and Revelation of Christ	3
Literature Elective	3	Hermeneutics	3
Fine Arts Elective	3	New Testament History and Letters	3
General Psychology	3	Systematic Theology I	3
History Elective	3	Systematic Theology II	3
Math Elective	3	Systematic Theology III	3
Science Elective	3	Systematic Theology IV	3
General Education Electives	6	Apologetics	3
III. Major Core Courses 45 Credits			
Introduction to Organizational Leadership	3	Introduction to Social Media Management	3
Managing Ethics in Org.	3	Strategic Storytelling	3
Org. Comm. Methods and Strategies for Ldrs.	3	Communication Campaigns for the Digital Age	3
Organizational Theory and Behavior	3	Strategic Media Analysis	3
Leading Org. Inn. and Change or Ldr. in Nonprofits	3	Introduction to Video, Social, and Mobile Promotion	3
Inter. Leadership: Conflict and Negotiation	3	Marketing Research and Strategy	3
Team Dynamics and Ldg. Diverse Grps or Strat. HR in Org.	3	Stress Management	3
Business Organizational Leadership Elective	3	Open Elective	3
Business Org. Leadership Internship (2 Semesters)	0		

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Suggested Four-Year Schedule:

## Freshman Fall Semester 15 Credits

SLS1501	College and Career Success	3
ENC1101	English Composition I	3
BIBL1311	Old Testament Law and History	3
GNMN1302	Evangelism and Discipleship	3
LDR1362	Introduction to Org. Leadership	3

## Freshman Spring Semester 15 Credits

ENC1102	English Composition II	3
PSY1012	General Psychology	3
BIBL1322	Old Testament Poetry and Prophecy	3
MISS1301	World Missions and Religions	3
LDR2370	Org. Comm. Methods & Strategy for Ldrs.	3

## Sophomore Fall Semester 18 Credits

BIBL2331	Hermeneutics	3
BIBL2301	Life and Revelation of Christ	3
SPC1608	Introduction to Public Speaking	3
LDR3202	Managing Ethics in Org.	3
COUN3332	Stress Management	3
STCO2301	Intro. 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
LTEL2000	Literature Elective	3
LDR3363	Team Dynamics & Leading Diverse Groups	3
LDR3333	or Strategic HR in Organizations	

## 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, & Mobile Promo.	3
LDR3215	Leading Org. Innovation & Change	3
LDR3341	or Leadership in Nonprofits	

## Junior Spring Semester 15 Credits

THEO3302	Systematic Theology II	3
LDR3000	Business Organizational Leadership Elective	3
STCO3301	Strategic Storytelling	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	Bus. Org. Leadership Internship	0

## Senior Spring Semester 15 Credits

THEO4331	Systematic Theology IV	3
OPEL4000	Open Elective	3
GEEL3000	General Education Elective	3
STCO3302	Strategic Media Analysis	3
MKTG3613	Marketing and Research Strategy	3
BSOL4082	Bus. Org. Leadership Internship	0