

SOCIAL STRATEGY AND MANAGEMENT, BFA

Free Elective	5
Free Elective	5
Total Hours	180

SAVANNAH | SCADnow

Code	Title	Hours
Foundation Studies		
FOUN 110	Design Thinking and Process	5
FOUN 111	Sketching and Drawing	5
FOUN 112	Color in Context	5
FOUN 113	Creative Collaboration Lab	5
FOUN 251	Time Based Design: Story, Sound, and Movement	5
General Education		
PSYC 101	Introduction to Psychology	5
COMM 105	Speaking of Ideas	5
Select one of the following:		5
ANTH 106	Language, Culture, and Society	
ANTH 107	Introduction to Visual Anthropology	
BUSI 110	Business I: Fundamentals	5
MATH 110	Introduction to Statistics and Probability	5
CTXT 121	Visual Culture in Context: Pre-Modern Global Perspectives	5
CTXT 122	Visual Culture in Context: Making Modernities	5
ENGL 123	Ideas to Ink: Critical Concepts in Academic Writing	5
DIGI 130	Digital Communication	5
BUSI 220	Business II: Economic Principles	5
BUSI 330	Business III: Strategy and Decision-making	5
General Education Elective		5
Major Curriculum		
SOCL 110	History and Evolution of Social Media	5
ADBR 150	Introduction to Advertising: Concept to Content	5
ADBR 205	Creative Production for Brand Content	5
GRDS 205	Typography I: Anatomy, Form, and Purpose	5
WRIT 210	Promotional Writing	5
SOCL 220	Social Strategy: Messaging and Management	5
IDUS 215	Contextual Research Methods	5
SOCL 230	Social Analytics: Content Velocity	5
ADBR 252	Art Direction: Visual Brand Storytelling	5
Select two of the following:		10
FASM 311	Visual Communication for Consumer Engagement	
ADBR 372	Art Direction: Brand Films and Social Content	
FILM 426	Production for Mobile and Social Platforms	
SOCL 320	Social Strategy: Lifecycle Marketing	5
SOCL 330	Social Analytics: Optimization	5
SOCL 430	Social Media Management: Playbook	5
SOCL 440	Social Media Management: Brand Acceleration	5
Select one of the following:		5
SOCL 479	Undergraduate Internship	
500-level SCADpro Elective		
Business-Focused Elective		
Additional Electives		
Free Elective		5