Social Media

What is the Social Media concentration about?

As utilizing social media continues to be an important part of how organizations spread their message and engage patrons, employers are increasing their search for qualified personnel to manage their social media outlets. In a recent analysis by indeed.com, one of the top meta job search sites, job postings with the words social media in the description have risen 28% from 2012 to 2013.

“...At Facebook, we’re inspired by technologies that have revolutionized how people spread and consume information. We often talk about inventions like the printing press and the television — by simply making communication more efficient, they led to a complete transformation of many important parts of society. They gave more people a voice. They encouraged progress. They changed the way society was organized. They brought us closer together.” – Mark Zuckerberg

What kind of jobs will the Social Media concentration lead to?

Potential career options for Social Media are:
Social Media Community Manager, Social Media Strategist, Social Media Specialist, Social Media Manager, Social Media and Electronic Communications Coordinator, Director of Social Media, Public Information Officer, Corporate Community Specialist, Blogger

What classes make up the Social Media concentration?

All students in the Information Technology concentration MUST take the following classes:

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I CSI 131 Introduction to Data Analytics: Seeking Information in Data with Computation
This course will offer an introduction to the key terms, concepts and methods in data analysis, with an emphasis on developing critical analytical skills through hands-on exercises of actual data analysis tasks. In addition, you will learn and practice basic programming skills to use software tools in data analysis.

I INF 307 Current Topics in Social Media
In this course students will explore current topics and trends in social media. An emphasis will be placed on investigating and evaluating multiple social media outlets, writing across social media platforms, and current trends in managing social media programs. Prerequisite(s): I INF 301.

Then you will pick 2 classes from this list:
I INF 308 Programming for Informatics
I INF 363 Digital Design
I INF 401 Case Studies in Digital Citizenship
I INF 496 Special Topics
I CSI 432 Network Science
A SOC 210 Sociology of Culture
A SOC 255 Mass Media
A SOC 270 Social and Demographic Change
A DOC 224 (= A HIS 224) Nonfiction Media Storytelling

1 http://www.freemake.com/blog/mark-zuckerberg-quotes-8-remarkable-sayings-of-facebook-ceo/