

# SOCIAL MEDIA ANALYTICS & DESIGN, MINOR

## PROGRAM LEARNING OUTCOMES

1. Create strategic, platform-appropriate social media content and present data-driven insights using clear written, oral, and visual communication. **ULO 1- Communicate Effectively**
2. Critically analyze social media data, algorithms, and campaigns for accuracy, bias, and ethical implications while proposing creative, evidence-based solutions. **ULO 2- Think Critically and Creatively**
3. Apply interdisciplinary knowledge in communication, marketing, design, and statistics to plan, execute, and optimize real-world social media strategies. **ULO 2; 4- Apply Knowledge; Solve Problems**
4. Locate, assess, and ethically use digital tools, datasets, and industry platforms to support data-informed social media decisions and professional workflows. **ULO 3; 8; 10 Demonstrate Information Literacy and Technological Fluency; Collaborate and Work Professionally**

To access Minor Requirements, please view the Curriculum Guide tab.

## Related Links

Social Media Analytics and Design, Minor page (p. 1)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)

## CURRICULUM GUIDE

### GPA REQUIREMENT

Minor GPA: 2.0 or higher

### MINOR REQUIREMENTS

- Students must complete at least 6 credit hours in their minor from SRU
- A minimum of 6 credit hours must be upper division (courses numbered 300 and above)
- A minor shall be no fewer than 18 credits.

| Code                                   | Title                                                                 | Hours     |
|----------------------------------------|-----------------------------------------------------------------------|-----------|
| <b>Required Courses (18 credits)</b>   |                                                                       |           |
| COMM 235<br>or COMM 248                | Introduction to Digital Design<br>Web & Media Production              | 3         |
| COMM 307                               | Social Media                                                          | 3         |
| COMM 407                               | Social Media Network Analytics                                        | 3         |
| ECON 219<br>or MGMT 219<br>or STAT 152 | Business Analytics I<br>Business Analytics I<br>Elementary Statistics | 3         |
| ECON 319<br>or MGMT 319                | Business Analytics II<br>Business Analytics II                        | 3         |
| MKTG 334                               | Advertising Management                                                | 3         |
| <b>Total Hours</b>                     |                                                                       | <b>18</b> |

\* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

## Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

MINOR IN SOCIAL MEDIA ANALYTICS AND DESIGN (13G)

This program is effective as of Summer 2026

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