

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/>)