

# MASTER OF SCIENCE IN SOCIAL MEDIA MANAGEMENT (M.S.)

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## Purpose

The purpose of the Master of Science in Social Media Management program is to provide students with strategic social media promotion and management expertise, such that it will provide them with a competitive edge in the employment market - both for-profit and non-profit - and add value to their careers.

## Program Learning Outcomes

The student will be able to:

- Critically analyze and apply social media theory and scholarship based on their knowledge of the literature of the discipline.
- Formulate and apply a working knowledge of the social media promotion and interactive content toolbox.
- Integrate social media communication principles and practices with a Christian Worldview.

## Program Specific Admission Procedures

1. Earned baccalaureate degree or its equivalent from an institution accredited by an agency recognized by the U.S. Department of Education (e.g., SACSCOC, TRACS, ABHE, etc.)
2. Applicants should hold a 3.00 GPA for undergraduate study. Applicants with a GPA of 2.50 to 2.99 (on a 4.00-point scale) may be considered for enrollment in the program on a Cautionary basis.

## Transfer Credit

Students may transfer up to 15 credit hours of graduate-level courses in communication from an accredited institution subject to department approval. In order to transfer credit, students must have earned the minimum grade of B-; and courses must have been completed within 10 years of the start date of the program. Credits from a prior degree on the same academic level earned through Liberty University are considered transfer credits.

## Program of Study

### Delivery Format: Online Only

- Social Media Management (M.S.)

## Career Opportunities

- Marketing or Communications Director
- Social Media Manager
- Church Video Manager
- Customer Relations Manager
- Customer Satisfaction VP
- Recruitment Coordinator
- Employee Relations Manager