



## New Program Report

**Date Submitted:**

12/12/2022

**Institution**

Northwest Missouri State University

**Site Information**

**Implementation Date:**

8/1/2023 12:00:00 AM

**Added Site(s):**

**Selected Site(s):**

Northwest Missouri State University, 800 University Drive, Maryville, MO, 64468-6001

**CIP Information**

**CIP Code:**

090909

**CIP Description:**

A program that focuses on the critical thinking, analysis, and practical skills essential to developing and implementing communication strategies that advance organizations goals and missions. Includes instruction in communication management, crisis communication, communications law, digital and traditional marketing strategies, media relations, social media strategies, strategic communication, traditional and emerging media, and writing for the media.

**CIP Program Title:**

Communication Management and Strategic Communications

**Institution Program Title:**

Social Media Management

**Degree Level/Type**

**Degree Level:**

Bachelor's Degree

**Degree Type:**

Bachelor of Science

**Options Added:**

Collaborative Program:

N

**Mode of Delivery**

Current Mode of Delivery

Classroom

**Student Preparation**

Special Admissions Procedure or Student Qualifications required:

N/A



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

## New Program Report

Specific Population Characteristics to be served:

n/a

### Faculty Characteristics

Special Requirements for Assignment of Teaching for this Degree/Certificate:

The faculty teaching this degree will meet the same requirements all faculty must meet in order to teach at Northwest. Faculty with training in media and social media will be providing instruction.

Estimate Percentage of Credit Hours that will be assigned to full time faculty:

100% full time faculty.

Expectations for professional activities, special student contact, teaching/learning innovation:

The same requirements will be present for faculty in this program as previously held.

### Student Enrollment Projections Year One-Five

<b>Year 1</b>	<b>Full Time: 10</b>	<b>Part Time: 0</b>	
<b>Year 2</b>	<b>Full Time: 15</b>	<b>Part Time: 0</b>	
<b>Year 3</b>	<b>Full Time: 25</b>	<b>Part Time: 0</b>	<b>Number of Graduates: 5</b>
<b>Year 4</b>	<b>Full Time: 30</b>	<b>Part Time: 0</b>	
<b>Year 5</b>	<b>Full Time: 40</b>	<b>Part Time: 0</b>	<b>Number of Graduates: 20</b>

### Percentage Statement:

n/a

### Program Accreditation

Institutional Plans for Accreditation:

No plans for accreditation. No relevant need.

### Program Structure

#### Total Credits:

120

#### Residency Requirements:

n/a

#### General Education Total Credits:

47

#### Major Requirements Total Credits:

57

#### Course(s) Added

COURSE NUMBER	CREDITS	COURSE TITLE
see	0	attached

#### Free Elective Credits:

12

#### Internship or other Capstone Experience:

All students are required to complete a social media internship.



## **New Program Report**

### **Assurances**

I certify that the program is clearly within the institution's CBHE-approved mission. The proposed new program must be consistent with the institutional mission, as well as the principal planning priorities of the public institution, as set forth in the public institution's approved plan or plan update.

I certify that the program will be offered within the proposing institution's main campus or CBHE-approved off-site location.

I certify that the program will not unnecessarily duplicate an existing program of another Missouri institution in accordance with 6 CSR 10-4.010, subsection (9)(C) Submission of Academic Information, Data and New Programs.

I certify that the program will build upon existing programs and faculty expertise.

I certify that the program can be launched with minimal expense and falls within the institution's current operating budget.

I certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful. Institutions' decision to implement a program shall be based upon demand and/or need for the program in terms of meeting present and future needs of the locale, state, and nation based upon societal needs, and/or student needs.

### Contact Information

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JOHNSON

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**BS in Social Media Management**  
**Curriculum**  
**CIP 09.0909**

**Northwest Core:** 44-47 credits

**Institutional Requirement:** 4 credits

**Required Courses:** 57 credits

- MMED - 20110 - Fundamentals of Electronic Media Production - 3 credits
- MMED - 20130 - Professional Media Writing - 3 credits
- MMED - 20220 - Media Literacy - 3 credits
- MMED - 20225 - Video Production - 3 credits
- MMED - 20230 - Introduction to Advertising - 3 credits
- MMED - 20243 - Media Design - 3 credits
- COM - 29260 - Public Relations Techniques - 3 credits
- MMED - 20303 - Introduction to Web Publishing - 3 credits
- MKTG - 55330 - Principles of Marketing - 3 credits
- COM - 29332 - Propaganda and Persuasion - 3 credits
- MMED - 20333 - Social Media Strategies - 3 credits
- MMED - 20334 - UX and Analytics - 3 credits
- MKTG - 55334 - Social Media Marketing - 3 credits
- MMED - 20355 - Photojournalism - 3 credits
- COM - 29360 - Principles of Public Relations - 3 credits
- COM - 29460 - Public Relations Problems: Cases, Concepts, and Campaigns - 3 credits
- COM - 29210 - Communication Theory - 3 credits
- OR
- MMED - 20320 - Theories of Mass Communication - 3 credits
- COM - 29469 - Internship in Public Relations - 3 credits
- OR
- MMED - 20452 - Internship - 3 credits
- COM - 29401 - Special Topics - 3 credits

**Minor or Free Electives:** As needed to reach minimum 120 credits