

Program Change Request

Date Submitted: 10/24/18 9:20 am

Viewing: **CERT-SMDI : Social Media - Certificate**

Last approved: 04/02/18 4:06 pm

Last edit: 11/08/18 7:53 pm

Changes proposed by: n-street

Catalog Pages Using [Social Media - Certificate](#)
this Program

Contact(s)

Name	E-mail	Phone
Nancy Street	n-street@tamu.edu	979-862-6968

Academic level Undergraduate
 Effective Term 2019-2020
 Department Communication
 College Liberal Arts
 Program type Certificate
 Associated Program **Not Applicable**
 With a certificate in Social Media

Catalog Program Title
Social Media - Certificate

CIP and Fund code 09010001

Rationale for Proposal

Routine curricular review. We are rearranging courses in the table. ~~Social media was once the plaything of teenagers, a means of entertainment, and employed solely for leisure activities. As commercial, non-profit, political, religious, and social entities began to use social for profit and influence, these same digital natives were employed to manage it. Social media, however, is now ubiquitous. People from all walks of life use social media. These commercial and social entities need well-qualified social media users to take on the massive field of social media production, curation, management, response and analytics. The Department of Communication Certificate in Social Media aims to prepare Communication majors and Telecommunication Media Studies majors to take up these roles in the social media literate workforce.~~

Program hours 15
 Is this program eligible for financial aid? Yes
 Will program hours change (increase/decrease) due to the proposed curriculum changes? **No**
 Certificate type Major-dependent
 Program delivery mode On-campus

In Workflow

1. **COMM Department Head UG**
2. **Curricular Services Review**
3. **LA Committee Preparer UG**
4. **LA Committee Chair UG**
5. **LA College Dean UG**
6. **UCC Preparer**
7. **UCC Chair**
8. **Faculty Senate Preparer**
9. Faculty Senate
10. Provost II
11. President
12. Curricular Services

Approval Path

1. 10/08/18 8:15 am
Kevin Barge (kbarge): Approved for COMM Department Head
2. 10/10/18 4:19 pm
Angel Mario Carrizales (carri1214): Rollback to Initiator
3. 10/24/18 9:30 am
Kevin Barge (kbarge): Approved for COMM Department Head UG
4. 10/26/18 3:09 pm
Angel Mario Carrizales (carri1214): Approved for Curricular Services Review
5. 10/26/18 3:26 pm
Steve Oberhelman (s-oberhelman): Approved for LA Committee Preparer UG
6. 11/20/18 8:33 am
Steve Oberhelman (s-oberhelman): Approved for LA Committee Chair UG
7. 11/20/18 8:39 am
Steve Oberhelman (s-oberhelman): Approved for LA College Dean UG
8. 11/20/18 9:11 am
Sandra Williams (sandra-williams): Approved for UCC Preparer
9. 12/10/18 10:34 am
Terra Bissett (t.bissett): Approved for UCC Chair

Catalog Program Requirements

History

1. Apr 2, 2018 by Nancy Street (n-street)

Code	Title	Semester Credit Hours
COMM 275	Introduction to Social Media	3
COMM 476	Advanced Social Media	3
Select two of the following:		6
Select three of the following:		9
COMM 230/JOUR 230	Communication Technology Skills	
COMM 260	Introduction to Communication and Sports	
COMM 307/JOUR 301	Communication Law and Policy	
COMM 323	Strategic Communication	
COMM 330	Technology and Human Communication	
COMM 375	Media Audiences	
COMM 403	Media, Children and Adolescents	
COMM 407/WGST 407	Gender, Race and Media	
COMM 438	Propaganda	
COMM 460	Communication and Contemporary Issues	
Total Semester Credit Hours		15
Must also provide documentation of Hoot Suite certification		

Additional information **New course proposed: COMM 260-Introduction to Sport COMM is listed as an option.**

Required Proposal Forms
[Certificate_Programs_Form_for_Cert_in_Social_Media.docx](#)
[Certificate in Social Media Misc Request.pdf](#)
[012218PresidentApprovalMemo.pdf](#)
[Updates to Social Media Certificate.pdf](#)

Reviewer Comments
Angel Mario Carrizales (carri1214) (10/10/18 4:19 pm): Rollback: Please addressed the following. 1) COMM 460 is crossed out in the evaluation however it is referenced in the text below the course list. 2) COMM 330 is listed as an elective course in the Catalog; however, it is not in the evaluation as an elective.
Angel Mario Carrizales (carri1214) (10/26/18 3:09 pm): Initial concerns addressed.
Terra Bissett (t.bissett) (12/10/18 10:34 am): UCC approved December 2018.

Key: 884

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Detail Requirements

Nancy Street
Oct 24, 2018 09:12 am

Viewing: Degree Evaluation (DEGEVAL, , Email)
Change Student

Information for Degree Evaluation

This is NOT an official evaluation.

Print Instructions

Program Evaluation

Limitation No more than 50% of courses required for the degree plan can be taken as Distance Education Courses for non-distance degree programs.

Program :	Cert-Social Media	Catalog Term :	Fall 2018 - College Station
Campus :	College Station	Evaluation Term :	Fall 2018 - College Station
College :	Liberal Arts	Expected Graduation Date :	
Degree :	UG Certificate	Request Number :	1
Level :	Undergraduate	Results as of :	Oct 24, 2018
Majors :	Social Media	Minors :	
Departments :	Communication	Concentrations :	

	Met	Credits	Required	Used	Courses	Required	Used
Total Required :	No	15.000	0.000				0
Program <u>GPA</u> :	Yes	.00	.00				
Overall <u>GPA</u> :	No	2.00	.00				
Other Course Information							
Transfer :			0.000				0

This is NOT an official evaluation.

Area Certificate Coursework (15.000 credits) - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course Title	Attribute	Credits	Grade	Source
No		A.	COMM 275	3hrs											
No	AND	B.	COMM 330	3hrs											
No	AND	B.	COMM 476	3hrs											
No	AND	C.	Electives	6hrs											
			Select from COMM 230, 307, 323, 375, 407, 438, 460 , JOUR 230, 301; WGST 407.												

Handwritten red notes: 260, 330, 403

Total Credits and GPA 0.000 .00

unofficial evaluation

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