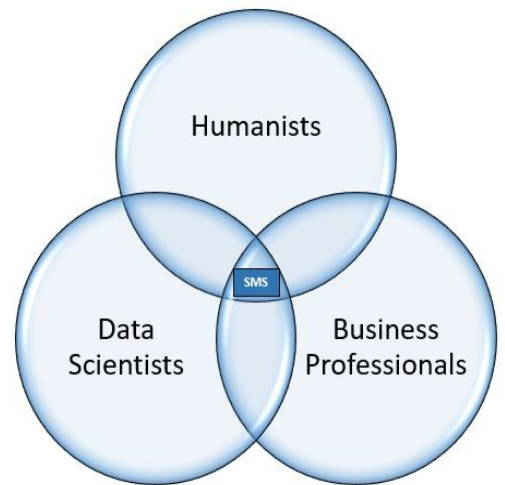


## Bachelor of Science in Social Media Theory and Strategy (SMS)

The B.S. in Social Media Theory and Strategy (SMS) enables students to design and implement social media strategies as a key component of larger communications and marketing plans, manage and monitor an organization's presence across various social media platforms, track and analyze campaign metrics and assess results, develop social media guidelines and advise staff writers and citizen bloggers on social media best practices, create and track content marketing, publish regular multimodal content across multiple social media platforms, and conduct research on innovations and emerging platforms in social media. Students learn to apply social media knowledge to endeavors such as lead generation, public advocacy, digital marketing management, concept promotion, e-commerce, digital content marketing, pay per click (PPC) ad construction and evaluation, and content marketing. In short, students will be strong critical thinkers, problem solvers and hands-on producers who analyze and create a variety of digital content necessary to a range of fields.



### Common interests of Social Media majors

- Social media, blogging
- Marketing, advertising plans, branding, and designs
- Problem solving
- Digital writing and image creation
- Puzzles
- Pattern recognition
- Exploring (new digital space, data, etc.)
- Impression management

### Courses Social Media majors typically enjoy

Interpersonal Communication	Website Design
Mass Communication	Graphic Design
Marketing	Marketing
English	Debate
Journalism	Psychology
Media Studies	Sociology
Current Affairs	Business

### KU Majors related to Social Media

Business Administration-Marketing, Communication Design, Communication Studies, Computer Science, Electronic Media, English, Professional Writing, Psychology, Sociology

Students may also be interested in: Advertising\*, Library Science, Literature\*, Philosophy, Public Relations\*, Secondary Education English or Modern Languages, or Studio Art. (\*minor)

### For more information about the major

Contact the Communication Studies Department  
[CommunicationStudies@kutztown.edu](mailto:CommunicationStudies@kutztown.edu)  
 218 Rickenbach Learning Center, 610-683-4251

# FOUR STEPS TO SUCCESS

EXPLORE

DISCOVER

EXPERIENCE

IMPLEMENT

1<sup>ST</sup> YEAR

- Enroll in the Career Exploration Certificate.
- Attend info sessions to learn about career development and personal branding.
- Take a career assessment to identify and confirm interests.
- Get involved in campus clubs and organizations.
- Develop basic workplace skills through jobs or volunteer work.
- Talk with professors, family, and friends about career ideas.
- Conduct informational interviews with professionals working in fields of interest.
- Develop a relationship with your professors and faculty advisor.

2<sup>ND</sup> YEAR

- Meet with CDC career coach.
- Attend info sessions to learn about resume writing, and externships.
- Confirm your choice of major and consider options for double major or minor.
- Research careers of interest.
- Complete a job shadowing (externship) experience.
- Seek meaningful employment or volunteer work in a field related to your major.
- Explore options for undergraduate research and study abroad.
- Write a resume and have it reviewed by the CDC.
- Manage your online presence.

3<sup>RD</sup> YEAR

- Enroll in the Career Success Certificate.
- Complete an internship and/or undergraduate research.
- Attend info sessions about internships, interviewing, job search strategies, and grad school.
- Build a LinkedIn profile and continue to monitor your online presence.
- Complete a mock interview.
- Build skills through research projects, part-time employment, and volunteer work.
- Participate in employer panels, site visits & networking events.
- Attend internship & job fairs.
- Take on a leadership role in a student organization or work.
- Consider graduate school options and prepare for admissions tests.

4<sup>TH</sup> YEAR

- Attend your Senior Kick-off and other info sessions to prepare for job search/grad school.
- Update your resume and LinkedIn profile.
- Create cover letter drafts.
- Gain experience through internships and/or undergraduate research.
- Secure references for job/grad school applications.
- Create your "30 second" commercial/elevator pitch.
- Meet with CDC to develop job search strategies.
- Research employers.
- Network with professionals through events and social media.
- Join a professional organization in your discipline.
- Attend the senior etiquette luncheon or dinner.
- Participate in job fairs and on-campus interviewing.

## Sample Career Titles

Social Media majors can be found working in a wide variety of career fields and industries.

Here are just some career titles that may be of interest.

Please note that some jobs may require further education and training.

To learn more about these careers, visit <http://online.onetcenter.org> or [www.bls.gov/oco](http://www.bls.gov/oco)

- Blogger
- Brand Advocate
- Brand Manager
- Content & Community Manager/Marketer
- Communications Liaison
- Digital Communications Specialist
- Digital Marketing Manager
- Digital Media Manager
- Engagement Coordinator
- Fan Engagement Manager
- Media Affairs Manager
- Official Twitter handler
- Online Communication Manager
- Online Promotions Specialist
- Public Relations Specialist
- Social Media Analyst, Coordinator, Editor, Manager, Specialist, Strategist, Writer
- Web Content Writer

## Related skills, values, and qualities

- Strong technical skills
- Ability to analyze, interpret and convey information to others
- Strong & concise written & verbal communication
- Strong research, questioning and responding skills
- Ability to adapt to new environments and improvise when needed
- Ability to work in a team environment
- Ability to work well with diverse populations
- Ability to strategically approach problem solving and decision making
- Strong interpersonal and networking skills

## Common Internship Sites and Employers

Social Media majors often find internships and employment in *all* industries.

	Handshake is the primary online resource for preparing and connecting students and alumni with employers. <a href="http://www.kutztown.edu/handshake">www.kutztown.edu/handshake</a>
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## Useful Websites for Social Media Majors

Whether you are researching related career fields, applying for internships or jobs, or planning to join a professional association, these websites are for you!

### Industry/Employment Information

Indeed  
[www.indeed.com](http://www.indeed.com)

Jobs in Social Media  
[www.jobsinsocialmedia.com](http://www.jobsinsocialmedia.com)

Media Bistro  
[www.mediabistro.com](http://www.mediabistro.com)

### Professional Associations

International Social Marketing  
Association  
[www.i-socialmarketing.org](http://www.i-socialmarketing.org)

Public Relations Society of America  
[www.prsa.org](http://www.prsa.org)

Search Engine Marketing Professional  
Organization  
[www.sempo.org](http://www.sempo.org)

Social Media Association  
[www.socialmediaassoc.com](http://www.socialmediaassoc.com)

Social Media Club  
[www.socialmediaclub.org](http://www.socialmediaclub.org)

Social Media Marketing Society  
<https://society.socialmediaexaminer.com>

Word of Mouth and Social Media  
Marketing  
<http://womma.org>

### Related Area Employers

Alliance for Sustainable Communities  
Altitude Marketing  
ArtsQuest  
Celtic Cultural Alliance  
Clark Associates  
Dorney Park & Wildwater Kingdom  
Elysium Marketing Group  
Haydenfilms Institute  
Hershey Entertainment & Resorts  
Historic Bethlehem Museums & Sites  
Kutztown University: Small Business  
Development Center  
Kutztown University: University  
Relations  
Lehigh Valley Zoo  
Olympus  
Seer Interactive  
Sorrelli Jewelry  
Strunk Media Group  
webCemeteries  
WebFX  
Willow Street Pictures, Inc.

# Building Your Resume for a Career in Social Media

Building a strong resume for your career field starts long before you ever start your job search. Employers want to hire graduates who not only have the necessary educational background but also have experience applying that knowledge.

## Socialite Media

ccomm000@live.kutztown.edu, 555-555-5555

### EDUCATION

B.S. Kutztown University of Pennsylvania

Major: Social Media Theory and Strategy

GPA: 3.61

Kutztown, PA

Dec 20xx

### INTERNSHIP & EXTERNSHIP EXPERIENCE

Lehigh Valley Promotions

Social Media Intern

- Assisted with coordination of social media accounts and marketing
- Monitored all social media platforms and responded accordingly
- Created and scheduled daily social media posts resulting in increased followers by 35%
- Tracked and analyzed metrics and presented findings to the team

Easton, PA

Summer 20xx

KL Marketing Concepts

Extern

- Discerned the appropriate social media platforms for marketing company to utilize
- Researched company's previous use of social media and made recommendations as a consumer

Reading, PA

Feb 20xx

### CAMPUS LEADERSHIP & INVOLVEMENT

Student Engagement Chair, Presidential Ambassadors, Kutztown University

Spring 20xx-Present

- Coordinate networking events with KU Alumni Engagement Office to connect current students and alumni
- Create and promote alumni mentorship program through use of targeted emails and Alumni LinkedIn page
- Monitored and maintained Presidential Ambassador social media sites including Facebook, LinkedIn & Twitter

Presidential Ambassador, Kutztown University

Fall 20xx-Present

- Work directly with President's Office to promote student-alumni connection events such as career networking nights, homecoming festivities, and alumni dinners

President, Public Relations Club, Kutztown University

Fall 20xx-Present

- Organize and facilitate bi-weekly club meetings
- Coordinate and promote club fundraising events
- Implemented effective advertising through social media

Member, Public Relations Club, Kutztown University

Fall 20xx-Present

Volunteer, Special Olympics, Kutztown University

Spring 20xx, Spring 20xx

### WORK EXPERIENCE

Clothing Inc.

Sales Associate

- Resolve customer issues and answer patron inquiries
- Train new employees and handle customer transactions
- Organize merchandise and develop original displays

Kutztown, PA

Aug 20xx-Present

### HONORS & AWARDS

Dean's List

Fall 20xx-Spring 20xx

Summa Cum Laude

Dec 20xx

Successful Student Scholarship

Fall 20xx

Career Success Certificate, Kutztown University Career Development Center

Spring 20xx

Career Exploration Certificate, Kutztown University Career Development Center

Fall 20xx

Take note of the skills and knowledge obtained through your educational background and hands-on experiences.

Highlight transferable skills such as organization and communication.

Learn more about your field and develop the necessary skills for employment by gaining experience through externships, internships, part-time jobs and related volunteer positions.

Develop professionally through campus involvement and professional memberships. This illustrates responsibility, leadership abilities and time management skills.