

# Social Media Web (SMW) Courses

## **SMW1001 Introduction to Digital/Social/Mobile Media**

This course introduces students to the history of digital, social and mobile media and the unique characteristics of each. Students gain an understanding of the development of marketing objectives and strategies using such media; identify best practices, advantages and disadvantages of each platform; review emerging technologies and trends; and understand metrics and how to analyze and evaluate data. Students are required to participate in a high level of interactivity with social, digital and mobile media networks, forums, digital bulletin boards, blogs, wikis and more. Based on case studies, students analyze and make recommendations for successful digital, social and mobile media strategies.

Prerequisite(s): MRKT1001. (OL)

Offered at Online, Providence

4.5 Quarter Credit Hours

## **SMW2025 Introduction to Data Visualization**

This course introduces students to the concept of data visualization. The course begins with an examination of the element of visual design and how it can effectively be used to present data. The psychology of human perception, decision-making and the identification of a target audience are explored. Students learn how to effectively use industry tools for live audience presentations. The fundamentals of storytelling are explored. Students learn the process of analyzing, shaping and presenting data for effective decision-making.

Prerequisite(s): FIT1040. (OL)

Offered at Online, Providence

4.5 Quarter Credit Hours

## **SMW4010 Senior Capstone I**

This capstone course is the first of 2 courses which lead students through the assembly of a comprehensive presentation that demonstrates their mastery of social media and web technologies. With faculty guidance, students plan and execute a social media/web campaign which is analyzed for its effectiveness. Students present the action plan for a real product or service to a group of faculty and the client. In the final week(s) of the second course, students present and defend their work to a select group of faculty and the client.

Prerequisite(s): MRKT3085, senior status. (OL)

Offered at Online, Providence

4.5 Quarter Credit Hours

## **SMW4020 Senior Capstone II**

This capstone course is the second of 2 courses which lead students through the assembly of a comprehensive presentation that demonstrates their mastery of social media and web technologies. From their social media/web campaign developed in Capstone I, students collect data and analyze its effectiveness. Students finalize their comprehensive presentation, which consists of the plan, execution, data collection methodology, analysis and conclusions/recommendations. In the final week(s) of the second course, students present and defend their work to a select group of faculty and/or clients.

Prerequisite(s): SMW4010, senior status. (OL)

Offered at Online, Providence

4.5 Quarter Credit Hours