PHOENICIA UNIVERSITY

Innovation . Inspiration . Integrity

College of Arts and Sciences

Suggested Communication and Social Media Degree Plan

2023-2024

College of Arts and Sciences (CAS)

Communication and Social Media

Program Description

The Bachelor of Arts in Communication and Social Media at Phoenicia University requires students to complete 120 credit hours at the freshman level and 90 credit hours for those joining as sophomores. Of the total credit hours required, 48 credit hours must be completed in major courses (including a one-credit professional internship program), 3 credit hours of elective major courses, and 9 credit hours in required non-major courses, with the remainder allocated to general education.

Graduation Requirements

Students obtain a minimum "Program GPA" of 2.0; no rounding (e.g., a GPA of 1.99)—whatsoever—will be applied.
Students obtain a minimum "Cumulative GPA" of 2.0; no rounding (e.g., a GPA of 1.99)—whatsoever—will be applied.
Students obtain "Graduation Clearance" as detailed in the following section.

University Graduation Requirements (30 credits hours)

To graduate with a Bachelor of Arts in Communication and Social Media, students will require 30 credit hours in university general requirements, in addition to the college graduation requirements. The 30 credit hours in general educational requirements for degree programs will include the following:

- 3 credits in Basic Sciences
- 3 credits in Social Sciences
- 6 credits in English (English I and English II)
- 6 credits in Civilization (World Civilization I and World Civilization II)
- 3 credits in Arabic
- 3 credits in Communication (Public Speaking)
- 3 credits in Computing (Intro to Computing for Arts)
- 3 credits in Globalization & World Cultures

BA Degree in Communication and Social Media Graduation Requirements (60 credit hours)

The College of Arts and Sciences requirements for the BA degree in Communication and Social Media program will include the following additional requirements:

- 48 credits of mandatory core courses (including a one-credit professional internship program)
- 3 credits of elective major courses (1 course)
- 9 credits of required non-major courses (3 courses)

Required Major Courses

1. COSM 200: Basic News Writing and E-Journalism - 3 cr.
2. COSM 201: Fundamental Issues in Media - 3 cr.
3. COSM 203: Media Law & Ethics in Journalism - 3 cr.
4. COSM 204: News Reporting and Writing - 3 cr.
5. COSM 205: Media Research Methods - 3 cr.
6. COSM 206: Evaluating Information and Analyzing Media - 3 cr.
7. COSM 208: Persuasion - 3 cr.
8. COSM 209: Exploring Digital Media and Society - 3 cr.
9. COSM 211: Social Media Journalism - 3 cr.
10. COSM 213: Social Media and News - 3 cr.
11. COSM 214: Social Media Management - 3 cr.
12. COSM 216: Citizen Journalism - 3 cr.
13. COSM 217: Digital Media Analytics & Growth Techniques - 3 cr.
14. COSM 218: Fake News and News Validation - 3 cr.
15. COSM 220: Senior Project I - 2 cr.
16. COSM 221: Professional Internship - 1 cr.
17. COSM 222: Senior Project II - 3 cr.

Elective Major Courses

1. COSM 210: Special Topics in Communication - 3 cr.
2. COSM 219: Netiquette and the Language of Social Media - 3cr.
3. COSM 223: Digital Advertising - 3 cr.
4. COSM 224: Political Campaigns - 3 cr.
5. COSM 225: Investigative Journalism - 3 cr.

Required Non-Major Courses

1. ENGL 203: Introduction to Creative Writing - 3 cr.
2. STAT 201: Statistics - 3 cr.
3. MKTG 301: Principles of Marketing - 3 cr.

Graduation Clearance

Upon reaching senior-level status, students must fill out the graduation clearance form after completing all their degree requirements. The graduation clearance form should be signed by the following personnel: Departmental Coordinator, Dean of College, IT Director, Library Coordinator, Finance Director, Registrar Director, Career Center Director, Head of the Exit Interview Committee, President, and Chancellor. Failure to do so will delay graduation.

Course Description

COSM 200. Basic Newswriting and E-Journalism - 3cr.

This course provides a foundational understanding of news-writing and e-journalism essentials. Students will delve into the principles of writing clear and concise news articles for both print and electronic media. Through practical exercises, students will develop proficiency and acquire basic skills in newsgathering, news-writing and exploring the fundamentals of different writing structures. **Concurrent Prerequisite: ENGL 201.**

COSM 201. Fundamental Issues in Media - 3cr.

This course introduces students to major issues in media, exploring critical topics such as media diversity, the role of press in democratic societies, the transformation from traditional to digital media and the role of technology in shaping the media landscape. Students will engage in thoughtful discussions, analyze case studies, and understand the key challenges that impede a free press. Through media literacy, students will become critical consumers of news, equipped to analyze media content effectively. **Concurrent Prerequisite: ENGL 201**.

COSM 203. Media Law & Ethics in Journalism - 3 cr.

This course introduces students to the study of legal and ethical dimensions of media industry. Students will learn the legal frameworks shaping media practices and the ethical considerations for responsible journalism. Students will analyze case studies, understand the important theories of ethics and the regulations of different countries. **Prerequisite: COSM 209**.

COSM 204. News Reporting and Writing - 3 cr.

This course immerses students in hands-on experiences to master news audio-visual reporting and podcasting techniques. They will acquire essential skills in storytelling, scriptwriting, interviewing and multimedia production. Through practical applications, students gain the necessary skills to produce engaging podcasts and effectively convey news stories, leveraging the powerful combination of audio and visuals. **Prerequisite: COSM 200**.

COSM 205. Media Research Methods - 3 cr.

This course introduces students to major communication and media research methods. Theories, models and methods are applied in development and writing a research paper. Foundational elements include quantitative and qualitative research methodologies, case studies, and the development of skills in data collection and interpretation. **Prerequisite: ENGL 201**.

COSM 206. Evaluating Information and Analyzing Media - 3 cr.

This course concentrates on the analysis of social media platforms, delving into content trends, user behavior, and algorithmic dynamics. Students will develop skills in data interpretation, audience engagement strategies, and analytics specific to various platforms. The course equips students to analyze Meta social media platforms, YouTube, X, LinkedIn, and other similar platforms. **Prerequisite: ENGL 201.**

COSM 208. Persuasion – 3 cr.

This course covers the key elements of persuasive communication, the advanced strategies, and the in-depth analysis of impactful speeches and persuasive messages. It equips students with effective communication techniques, the ability to craft compelling messages, understand persuasive strategies, and critically analyze influential speeches for a nuanced understanding of persuasive communication. **Concurrent Prerequisite: ENGL 202.**

COSM 209. Exploring Digital Media and Society - 3 cr.

This course introduces students to Mass Media theories. It provides an in-depth exploration into the foundational theories that underpin the dynamic world of mass media. Students will delve into key concepts such as agenda-setting, framing, and media effects, providing a comprehensive understanding of how media shapes and influences society. Through critical analysis of media examples and theories, students will develop the skills to evaluate the impact and implications of mass communication. **Concurrent Prerequisite: ENGL 201.**

COSM 210. Special Topics in Communication - 3 cr.

This course addresses contemporary issues and topics in media and communication. The content can be either thematic/conceptual and research-based or hands-on and practice-oriented. Topics are selected by the instructor and announced prior to registration. **Prerequisite: Junior standing.**

COSM 211. Social Media Journalism - 3 cr.

This course is tailored to equip students with essential skills for creating impactful digital content. It focuses on the five types of content creation, exploring strategies to engage and captivate audiences across diverse

social media platforms. Emphasis is placed on creating reels and videos, covering conceptualization, scripting, filming, editing, and posting to craft impactful and shareable content on social media.

COSM 213. Social Media and News - 3 cr.

This course integrates Adobe Premiere and other cutting-edge techniques in video production tailored for social media news. It utilizes live editing and advanced video production techniques, aiming to enhance students' skills in creating engaging and impactful social media news videos. **Concurrent Prerequisite: COSM 211.**

COSM 214. Social Media Management – 3 cr.

This course explores social media management practices, by exploring various applications for social media analysis and page administration. From interpreting analytics to making data-driven decisions, students gain practical insights into effectively leveraging analysis tools to optimize social media and communication strategies, as well as audience engagement. **Prerequisite: COSM 211**.

COSM 216. Citizen Journalism – 3 cr.
This course delves into the dynamic world of citizen journalism, illustrating how ordinary individuals contribute significantly to the news ecosystem. Through practical exercises, students will acquire the skills necessary for engaging in citizen journalism by creating their broadcasting channels and blogs. They will explore interaction across diverse social media platforms and enhance their videography and photography skills. **Concurrent Prerequisite: ENGL 201.**

COSM 217. Digital Media Analytics & Growth Techniques – 3 cr.
This course familiarizes students with fundamental digital analytics concepts in marketing. It showcases how analytics aids in comprehending online consumer behavior and campaign effectiveness, empowering marketers within their current business contexts. Topics include equation formulation, data mining, KPI interpretation, and analytics reporting. **Concurrent Prerequisite: ENGL 201**.

COSM 218. Fake News & News Validation – 3 cr.
In this course, students delve into discerning credible news sources amongst biased content, fake news, hoaxes, and user-generated material. They acquire systematic skills in identifying misinformation through social media verification principles, noise analysis, and detection. Additionally, students learn news verification techniques using tools such as EXIF viewers and Google Analytics. **Concurrent Prerequisite: ENGL 201**.

COSM 219. Netiquette and the Language of Social Media – 3 cr.

This course delves into the principles of etiquette, professionalism, and safety in social media interactions. Furthermore, students examine the language of social media and its influence on interpersonal relationships, communities, and the portrayal of self in our digitally interconnected global society. **Concurrent Prerequisite: ENGL 201.**

COSM 220. Senior Project I – 2 cr.

In this course, students will undertake an academic research paper within the field of communication and social media studies. They will employ diverse research methodologies to formulate and present their research findings. The research conducted in this course will lay the groundwork for developing a campaign in the COSM 222 course. **Prerequisite: COSM 205**.

COSM 221. Professional Internship - 1 cr.

This course requires the equivalent of eight weeks of practical, on-the-job work experience and training at select on-campus or off-campus facilities. Students become eligible to register for this course after completing 45 credit hours. **Prerequisites: BCOM 300, ENGL 202, COSM 203, COSM 204, and COSM 211.**

COSM 222. Senior Project II - 3 cr.

In this course, students will execute a comprehensive social media campaign based on their research topics covered in COSM 220. Applying the knowledge acquired from the communication and social media program, students will present their campaigns at the end of the semester. **Prerequisite: COSM 220.**

COSM 223. Digital Advertising - 3 cr.

This course instructs students in crafting digital campaigns tailored to a diverse online audience. It covers strategies for effective online campaigns, analyzing data-driven insights, and mastering tools and platforms in digital advertising, promoting businesses, individuals, products, and diverse ideas across social media platforms. **Prerequisites ENGL 201 and COSM 209.**

COSM 224. Political Campaigns - 3 cr.

This course dives into the dynamics of political campaigns, including strategic planning, messaging, fundraising, and various related activities. Through case studies and hands-on simulations, students will grasp the essential components vital for successful political campaigns. **Prerequisite: ENGL 201.**

COSM 225. Investigative Journalism - 3 cr.

This course delves into uncovering concealed information and focuses on problem-solving to construct stories of public significance. With a practical approach, students will learn techniques to acquire and analyze data and

public records from various sources, enabling them to contribute to impactful and ethically sound investigative reporting. **Prerequisite: ENGL 201.**

COMM 201. Public Speaking - 3 cr.

This course is a university requirement for all students. It aims at developing students' ability to speak fluently and effectively in public. The course discusses the characteristics of various types of speeches and speech situations. Students have to write and deliver speeches for various occasions and to different audiences and to use visuals and slideshows**. Concurrent Prerequisite: ENGL 201.**

BCOM 300. Workplace Etiquette

This is a mandatory workshop that all students should successfully complete prior to their internships. The course comprises a series of workshops that focus on workplace etiquette and communication in formal and professional settings. In this course, students work on developing their business etiquette and professional practice skills in addition to advancing their presentation skills so that they are well- equipped for their internships. **Prerequisite: ENGL 201.**

Degree Plan

(1) Communication and Social Media Graduation Requirements	
Core Communication Courses	47 credits
Elective Major Courses	3 credits
Required Non-Major Courses	9 credits
Professional Internship	1 credit
Total courses	**60 credits**
(2) General Education Courses	
Civilization	6 credits
English	6 credits
Communication	3 credits
Arabic	3 credits
Basic Sciences	3 credits
Social Sciences	3 credits
Globalization & World Cultures	3 credits
Computing	3 credits
Total GE courses	**30 credits**
Total	**90 credits**

Suggested Communication and Social Media Degree Plan

First Year					
Fall 1			**Spring 1**		
Course	**Title**	**Wt.**	**Course**	**Title**	**Wt.**
ENGL 201	English I	3	ENGL 202	English II	3
ARAB 201	Arabic	3	CIVL 201	World Civilizations I	3
COSM 211	Social Media Journalism	3	COSM 200	Basic Newswriting and E-Journalism	3
COSM 209	Exploring Digital Media and Society	3	STAT 201	Statistics	3
CMPS 202	Introduction to Computing for Arts	3	COSM 216	Citizen Journalism	3
Total Credits		**15**	**Total Credits**		**15**

Second Year					
Fall 2			**Spring 2**		
Course	**Title**	**Wt.**	**Course**	**Title**	**Wt.**
SOCL 210	Globalization & World Cultures	3	COSM 206	Evaluating Information and Analyzing Media	3
COSM 204	News Reporting and Writing	3	MKTG 301	Principles of Marketing	3
COSM 214	Social Media Management	3	COMM 201	Public Speaking	3
ENGL 203	Introduction to Creative Writing	3	COSM 201	Fundamental Issues in Media	3
COSM 208	Persuasion	3	COSM 205	Media Research Methods	3
BCOM 300	Workplace Etiquette (Mandatory Workshop)				
Total Credits		**15**	**Total Credits**		**15**

Summer		
Course	**Title**	**Wt.**
COSM 221	Professional Internship	1
Total Credits		**1**

Third Year					
Fall 3			**Spring 3**		
Course	**Title**	**Wt.**	**Course**	**Title**	**Wt.**
COSM 213	Social Media and News	3	COSM 217	Digital Media Analytics & Growth	3
COSM 203	Media Law & Ethics in Journalism	3	COSM 218	Fake News and News Validation	3
COSM 220	Senior Project I	2	XXXX XXX	Basic Science Elective	3
CIVL 202	World Civilizations II	3	XXXX XXX	Social Science Elective	3
COSM 223	Elective Major Course (Digital Advertising)	3	COSM 222	Senior Project II	3
Total Credits		**14**	**Total Credits**		**15**