

2025-2026 PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE

MAJOR: Interdisciplinary Studies: SOCIAL MEDIA COMMUNICATION

Field 1: Communication

Field 2: Media & Marketing

	Credit Hours
MAJOR PROGRAM REQUIREMENTS	
IDS 101: Introduction to Interdisciplinary Studies	3
IDS 499: Interdisciplinary Studies Capstone	3
*FIELD #1 REQUIREMENTS (at least 18 upper-level credit hours)	
COM 101: Intro to Communication	3
COM 212: Interpersonal Communication or PSYC 212: Interviewing and Counseling	3
COM 275: Professional Communication	3
JOUR 201: Intro to Journalism	3
JOUR 360: Journalism for Multiple Media	3
MEDA 341: Intro to Public Relations	3
MEDA 342: PR Communications or MEDA 343: PR Cases and Campaigns	3
300/400-level elective in COM, MEDA, MKT, SPCH, or WRIT	3
300/400-level elective in COM, MEDA, MKT, SPCH, or WRIT	3
COM 490 or COM 491: Communications Internship	3
*FIELD #2 REQUIREMENTS (at least 12 upper-level credit hours)	
MEDA 110: Introduction to Media Production	3
MEDA 200: Media Skills/Foundations of Digital Production	3
MEDA 209: Audio Production I	3
MEDA 219: Communications Photography	3
MEDA 261: Broadcast Writing	3
MEDA 310: Digital Video Production	3
MEDA 351: Social Media	3
MEDA 460: Emerging Media	3
MKT 201: Principles of Marketing	3
MKT 340: Social Media Marketing	3
Total Hours in Major	66

GENERAL EDUCATION REQUIREMENTS

(For approved courses, see General Education: www.lander.edu/gen-ed.)

- A. **Core Academic Skills** (9 hours)
 - *ENG 101: Writing and Inquiry I
 - *ENG 102: Writing and Inquiry II
 - Mathematics
- B. **Humanities and Fine Arts**
(6 hours selected from 2 different disciplines)
 - SPCH 101: Intro to Public Speaking
 - Additional gen-ed humanities or fine arts
- C. **Behavioral and Social Perspectives**
(6 hours selected from 2 different disciplines)

If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.
- D. **Scientific and Mathematical Reasoning**

(7 hours selected from 2 different disciplines, 1 lab science required)

E. Founding Documents of the United States	3
HIST 111R: United States History to 1877 or	
HIST 112R: United States History since 1877 or	
POLS 101R: American National Government	
<i>If you already have credit for HIST 111, do not take HIST 111R; if you already have credit for HIST 112, do not take HIST 112R; if you already have credit for POLS 101, do not take POLS 101R.</i>	
F. World Cultures	3
G. LINK 101: Leadership, Involvement, Networking and Knowledge	1
LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen.	
TOTAL GENERAL EDUCATION REQUIREMENTS	35

If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.

ADDITIONAL ELECTIVES OR MINOR	19
--------------------------------------	-----------

TOTAL FOR BS DEGREE	120
----------------------------	------------

* Students must earn a "C" or better in all program requirement courses and in ENGL 101 and ENGL 102.

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

See 4-year major guides for recommended order in which to take courses.

<https://www.lander.edu/academics/registrar-office/major-guides.html>

Approved for ongoing use February 2026

Major 1 Dean and Chair

Major 2 Dean and Chair