

USC SCHOOL	Annenberg School for Communication and Journalism
ACADEMIC DEPARTMENT	Communication
GRADUATE PROGRAM	Digital Social Media
POST CODE	1571
TERM EFFECTIVE DATE	Spring 2021

PROGRAM DESCRIPTION

A brief description of the graduate program.

Students learn the theory, skills and strategic mindset that are essential for undertaking, developing and managing social media platforms, digital media, apps and online communication. Students engage with our expert faculty, building a personalized course of study that culminates with the design, incubation and execution of a portfolio-building capstone project.

COMMON BACHELOR DEGREE PROGRAM PATHWAYS

A list of common bachelor's degrees that undergraduate students pursue in advance of pursuing a progressive degree option with this graduate program. Some programs are restricted to certain majors while others are open to all students.

Communication	
Journalism	
Public Relations	

PREPARATORY UNDERGRADUATE COURSES

A list of courses at the undergraduate level that prepare students for the graduate program. Required coursework is listed first, followed by recommended courses. If not applicable, this section will be blank.

Dept. Prefix - Course #	Course Title	Required or Recommended	Units
	NONE		

UNDERGRADUATE COURSES USED TO REDUCE GRADUATE LEVEL UNITS

A list of undergraduate level courses that may be used to reduce the number of graduate level units required for the graduate program. If there are none, that is specified instead.

Dept. Prefix - Course #	Course Title	Units
	NONE	

CORE GRADUATE PROGRAM REQUIREMENTS (# units required)

A list of all required graduate courses for the graduate program. None of these courses may be used toward satisfying undergraduate degree requirements.

If special exceptions for any of these courses are made by the academic department, the course # is marked with an asterisk () and the exception is explained in the "Department Notes" section at the end of this course plan template.*

Dept. Prefix - Course #	Course Title	Units
DSM 510	Introduction to Digital Social Media	4
DSM 520	Managing Technologies for Digital Media	4
DSM 550	Analytics & Research Methodology	4
DSM 596	Final Project Capstone	4

PRE-APPROVED ELECTIVE COURSEWORK

Elective coursework is approved at the discretion of the academic department. Note the following details about the total number and units required of elective coursework.

*4

TOTAL ELECTIVE COURSES REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE

16

TOTAL ELECTIVE UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE
TOTAL UNIT COUNTS AND REQUIRED GRADUATE UNITS

32

TOTAL UNITS REQUIRED FOR THE TRADITIONAL GRADUATE DEGREE

8

TOTAL GRADUATE UNITS THAT MAY BE WAIVED (IF ANY)

24

MINIMUM NUMBER OF GRADUATE UNITS THAT MUST BE AT THE 500 LEVEL OR ABOVE
NOTES FROM THE DEPARTMENT

This section highlights any unique considerations, exceptions, or requirements for the graduate program. If a program has specific restrictions (courses, majors, etc.), they are detailed below.

*If taking elective courses outside of Annenberg, the total elective courses may be greater than 4 courses. Students are allowed a maximum of 8 elective units outside of Annenberg.

Students are no longer allowed to substitute DSCI 549 for DSM 510.

Suzanne Alcantara

Name of Authorizing Master's Program Dean

4/9/2021

Date Approved

Assistant Dean of Student Affairs

Authorizing Dean's Title