

Dear Prospective Student,

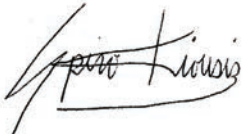
Thank you for your interest in the online Master of Arts in Mass Communication with a specialization in Social Media from the University of Florida. By requesting this brochure you've taken the important first step towards pursuing a graduate degree focused on the future of communications.

Social media tools have redefined the ways in which we communicate, work, receive news, find information, go shopping, and access entertainment. That's why we've developed an advanced and forward thinking degree that examines the impact of social media and explains how various tools can be used to influence communications, marketing, journalism, politics, business, entertainment, public relations, and more.

- **Innovative Curriculum:** The modern communications curriculum focuses on the information and techniques you use to revitalize your career and create new opportunities - learn to adapt, craft, and deliver customized social media content.
- **Visionary Opportunity:** As the first of its kind, this degree in social media can help you stay ahead of the curve while helping you establish yourself as an innovator and asset to your company.
- **Modern Education:** Learning online at UF means participating in an academically thorough, highly interactive learning experience that includes direct networking and contact with our industry-experienced faculty.
- **Flexible Approach:** In as little as 18 months you can earn a master's degree from a leader in higher education while continuing your personal and professional pursuits.
- **Immediate Applicability:** What you learn during the UF Master's in Social Media program can be directly implemented in your current professional or creative endeavors.

If you have further questions or are ready to get started in the online Master's in Social Media, Enrollment Advisors are available to answer questions and help you through the admissions process. **Call 1-877-615-5164** to get started today.

Sincerely,



Dr. Spiro Kiouis
Professor and Chair
Department of Public Relations
Director of Distance Education
College of Journalism and Communications
University of Florida

Get Connected with a Master's Degree in Social Media

The Internet and social media have forever changed our world. Today we are more connected than ever before. Social media tools have redefined the ways in which we communicate, conduct business, receive news, find information, go shopping, and access entertainment. Social media have even altered the worldwide lexicon, changing both the way we speak, the words we use, and how we write. Its personal and professional impact is global – and here to stay.

An Innovative Degree for the Future of Communications

To teach today's professionals how they can effectively employ social media, the University of Florida has developed the first of its kind online Master's in Social Media. Specifically focused on addressing the growing pervasiveness of social media throughout our global society, it's an advanced degree that examines the impact of social media and explains how it can be used to influence the future of communications, marketing, business, journalism, politics, entertainment, public relations, and more.

Program Highlights



- Uncover creative ways to implement social media in a variety of professional settings.
- Learn to track, collect, analyze, and utilize a diverse range of social media metrics and data.
- Examine ways to employ social media to connect and communicate globally.
- Focus on the future of social media and assess what lies ahead for this digital medium.
- Use the power of Twitter, Facebook, LinkedIn, Google+, YouTube, Tumblr, Vimeo, and other social networks in your current or future career.

Rankings and Accreditation

UF is recognized by *U.S. News & World Report* as a "Top National University" (2012), and by *The Wall Street Journal* as among the "Top 25 Recruiter Picks" (2011). Additionally, in 2012, *The Princeton Review* ranked UF as a "Best Value University."



The University of Florida is accredited by the Southern Association of Colleges and Schools* and meets the highest level of academic standards.

In addition, the College of Journalism and Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications.** This organization is comprised of professionals and scholars who review communication degree programs, awarding accreditation to those institutions that meet rigorous professional and academic standards.

* (SACS)

Commission on Colleges of the Southern Association of Colleges and Schools
1866 Southern Lane, Decatur, GA 30033-4097
Phone: (404) 679-4500; Website: <http://www.sacs.org/>



** (ACEJMC)

Accrediting Council on Education in Journalism and Mass Communications
Stauffer-Flint Hall, 1435 Jayhawk Blvd., Lawrence, KS 66045-7575
Phone: (785) 864-3973; Website: <http://www2.ku.edu/~acejmc/>



Curriculum

The online Master's in Social Media offers a focused curriculum that combines the study of social media and communication theory with exploration of emergent technologies and techniques. The degree includes 33 credit hours: 30 credits of coursework plus three credits earned through a Capstone project course.

While enrolled, you will take up to three courses at a time, with each course lasting 12 weeks. Students can earn the degree in as little as 18 months. No thesis is required.



Core Courses	Credit Hours
Digital Communication Theory	3
Research Methods in Digital Communications	3
Introduction to Multimedia Communication	3
Introduction to Social Media	3
Elective Courses	Credit Hours
Advertising and Social Media	3
Social Media Metrics and Evaluation	3
Branding Using Social and Mobile Media	3
Social Media Management	3
Social Media and Virtual Worlds	3
Social Media and Society	3
Professional Internship	1-3
Individual Work/Independent Study	1-3
Capstone Experience	Credit Hours
Capstone	3
Total Credits Required	33 total*

Online Master of Arts in Mass Communication – Social Media Admission Requirements

- Bachelor's degree from a regionally accredited institution
- 3.0 undergraduate GPA
- Resume
- Three letters of recommendation from professional or academic references
- Personal goal statement
- Two years of relevant professional communications experience
- GRE before 08/11/11: 1100 GRE score (550 minimum score on Verbal and 550 minimum on Quantitative)
- GRE after 08/11/11: 302 minimum (156 minimum score on verbal and 156 minimum on Quantitative)
- Test Scores for International Students
 - TOEFL: 550 Paper-Based or 80 Internet-Based
 - IELTS: 6

*Curriculum is pending approval and courses are subject to change.

Ready to get started or have questions?
Call **877-615-5164** to speak with an Enrollment Advisor today.