

Curriculum - Technical Communication (Social Media Management), BS

Catalog Year: 2025 - 2026 **General Studies Gold**

Degree: Bachelor of Science, BS

College/School: [College of Integrative Sciences and Arts](#)

Plan Code: LSTECMMBS

Minimum credit hours: 120

Upper division minimum credit hours: 45

Requirement	Minimum Grade	Credit Hours
Technical Communication Major		
TWC 122 Introduction to Social Media	C	3
TWC 150 Introduction to Technical Communication	C	3
TWC 201 Writing for Digital Media	C	3
TWC 214 Storytelling with Data	C	3
TWC 260 Accessibility and Inclusion in Communication and User Experience	C	3
TWC 305 Research in Technical Communication	C	3
TWC 311 Principles of Visual Communication	C	3
TWC 314 Data Visualization Tools and Techniques	C	3
TWC 331 Fundamentals of Technical Editing	C	3
TWC 351 Copyright and Intellectual Property	C	3
TWC 401 Fundamentals of Technical Communication	C	3

Requirement	Minimum Grade	Credit Hours
TWC 444 User Experience and Usability Research	C	3
TWC 445 Content Strategy	C	3
TWC 490 Capstone	C	3

Concentration Required Courses

FMS 351 Emerging Digital Media (HUAD)	C	3
MCO 307 The Digital Audience	C	3
TWC 355 Digital Ethics	C	3
TWC 405 Writing for Social Media	C	3
TWC 422 Social Media in the Workplace	C	3

ASU 101 or College-Specific First-Year Seminar

ASU 101 or college-specific equivalent First-Year Seminar required of all first-year students.

ASU 101-CLS The ASU Experience		1
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First-Year Composition

ENG 101 First-Year Composition AND **ENG 102 First-Year Composition**

OR **ENG 105 Advanced First-Year Composition** C 6

OR **ENG 107 First-Year Composition** AND **ENG 108 First-Year Composition**

Notes

All baccalaureate degree students must fulfill university graduation requirements, including a minimum of 120 credit hours, with at least

45 credit hours in upper-division courses.

<https://catalog.asu.edu/undergraduatereq>

All undergraduate students must complete General Studies requirements. https://catalog.asu.edu/ug_gsr

Mathematics Placement Assessment score determines placement in first mathematics course.

Students should work with their academic advisor, and consider course prerequisites, in order to complete all degree requirements in four years.

General Studies designations listed next to courses were valid for the 2025 - 2026 academic year. Please refer to the course catalog for current General Studies designations at time of class registration. General Studies credit is applied according to the designation the course carries at the time the class is taken.