









## 2024 - 2025 Major Map

### Technical Communication (Social Media Management), BS

School/College: College of Integrative Sciences and Arts  
LSTECMMBS

Term 1 0 - 16 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 HSE 101: Introduction to Human Systems Engineering (SOBE OR SB) OR PSY 101: Introduction to Psychology (SOBE OR SB)	3	C	<ul style="list-style-type: none"><li>ASU 101 or college-specific equivalent First-Year Seminar required of all first-year students.</li><li>Select your <b>career interest communities</b> and play <b>me3@ASU</b>.</li></ul>
ASU 101-CLS: The ASU Experience	1		
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
Governance and Civic Engagement (CIVI)	3		
Mathematics (MATH)	3		
Elective	3		
Term hours subtotal:	16		
Term 2 16 - 32 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	<ul style="list-style-type: none"><li>Join a <b>student club</b> or professional organization.</li></ul>
Global Communities, Societies and Individuals (GCSI)	3		
Humanities, Arts and Design (HUAD)	3		
Quantitative Reasoning (QTRS)	3		
Scientific Thinking in Natural Sciences (SCIT)	4		
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	16		
Term 3 32 - 48 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
Related Area Course	3	C	<ul style="list-style-type: none"><li>Students must take six credits in a related area. Select courses that will provide you with additional technical expertise in an area related to your career interest. For example: software industry (software engineering); web authoring (internet and web development); design-related fields (graphic information technology). Related area courses should be selected in consultation with a Technical Communication advisor.</li><li>Secure a <b>part-time job</b> or <b>volunteer experience</b>.</li></ul>
Humanities, Arts and Design (HUAD)	3		
Scientific Thinking in Natural Sciences (SCIT)	4		
Complete 2 courses:			
Elective	6		
 Complete Mathematics (MATH) requirement.			
Term hours subtotal:	16		
Term 4 48 - 63 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 Concentration Elective Course	3	C	<ul style="list-style-type: none"><li>Students must take six credits in a related area. Select courses that will provide you</li></ul>
Related Area Course	3	C	

Sustainability (SUST)	3
Complete 2 courses:	
Elective	6
Term hours subtotal:	15

with additional technical expertise in an area related to your career interest. For example: software industry (software engineering); web authoring (internet and web development); design-related fields (graphic information technology). Related area courses should be selected in consultation with a Technical Communication advisor.

- Students select nine credit hours of Concentration Elective Courses, including three upper division hours, from the track courses listed at the bottom of the major map.

Term 5 63 - 78 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ TWC 301: Fundamentals of Writing for Digital Media (L)	3	C	
★ TWC 401: Fundamentals of Technical Communication (L)	3	C	
★ TWC 422: Social Media in the Workplace	3	C	
TWC Upper Division Elective	3	C	
American Institutions (AMIT)	3		
Term hours subtotal:	15		

Term 6 78 - 93 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ TWC 421: Principles of Web Authoring (L)	3	C	
TWC 451: Copyright and Intellectual Property in the Electronic Age	3	C	
TWC 455: Digital Ethics in Internet Policy and Governance	3	C	
Concentration Elective Course	3	C	
TWC Upper Division Elective	3	C	
Term hours subtotal:	15		

- Students select nine credit hours of Concentration Elective Courses, including three upper division hours, from the track courses listed at the bottom of the major map.
- Use Handshake to research employment opportunities.

Term 7 93 - 105 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ TWC 411: Principles of Visual Communication (L)	3	C	
TWC 431: Principles of Technical Editing	3	C	
TWC 452: Information in the Digital Age	3	C	
Upper Division Concentration Elective Course	3	C	
Term hours subtotal:	12		

- Students select nine credit hours of Concentration Elective Courses, including three upper division hours, from the track courses listed at the bottom of the major map.
- Gather professional references.
- Apply for full-time career opportunities.

Term 8 105 - 120 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ TWC 490: Capstone	3	C	
MCO 307: The Digital Audience	3	C	
TWC 4** Elective	3	C	
TWC Upper Division Elective	3	C	
Elective OR TWC 484: Internship	3		
Term hours subtotal:	15		

- Students may take no more than 3 credit hours of TWC 484.

Hide Course List(s)/Track Group(s)

Concentration Elective Courses

AME 325: Technical Lives

AME 470: Programming for Social and  
Interactive Media

AME 494: Reading the Algorithm

GIT 402: New Media Internet Technologies

HSE 224: Applied Social Science (SOBE  
OR SB)

HSE 225: Human Systems Integration

HSE 390: Qualitative Research Methods (L)

HSE 428: Judgment and Decision Making

MCO 335: Social Media Foundations

MCO 431: Media Entrepreneurship

MCO 433: Social Media Campaigns,  
Engagement and Research

TWC 414: Visualizing Data and Information

TWC 436: Project Management in Technical  
Communication

TWC 445: Content Strategy

- **Total Hours:** 120
- **Upper Division Hours:** 45 minimum
- **University Undergraduate Graduation Requirements**

**Notes:**

Mathematics Placement Assessment score determines placement in first mathematics course.

General Studies designations listed next to courses on the major map were valid for the 2024 - 2025 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.