2023 - 2024 Major Map

Technical Communication (Social Media Management), BS

School/College: College of Integrative Sciences and Arts

LSTECSMMBS

Term 1 - A 0 - 7 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ HSE 101: Introduction to Human Systems Engineering (SB) OR PSY 101: Introduction to Psychology (SB)	3	C	• ASU 101 or college-specific equivalent First-Year Seminar required of all first-year students.
ASU 101-CLS: The ASU Experience	1		• Select your career interest communities and play me3@ASU.
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	
Term hours subtotal:	7		

Term 1 - B 7 - 13 Credit Hours	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	• View ASU Online first-year student registration information here.
Mathematics (MA) (MAT 142 recommended)	3		• Join a student club or professional organization.
Term hours subtotal:	6		

Term 2 - A 13 - 19 Credit Hours	Hours	Minimum Grade	Notes
Computer/Statistics/Quantitative Applications (CS)	3		
Humanities, Arts and Design (HU)	3		
Term hours subtotal:	6		

Term 2 - B 19 - 26 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
Cultural Diversity in the U.S. (C)	3		
Natural Science - Quantitative (SQ)	4		
⬥ Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
Term hours subtotal:	7		

Term 3 - A 26 - 32 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
⬥ Concentration Elective Course	3	C	• Students select a total of nine credit hours of concentration electives courses, including three upper division hours, from the track courses listed at the bottom of the major map.
Social-Behavioral Sciences (SB)	3		• Secure a part-time job or volunteer experience.
Term hours subtotal:	6		

Term 3 - B 32 - 38 Credit Hours Critical course signified by ⬥	Hours	Minimum Grade	Notes
Global Awareness (G)	3		
Humanities, Arts and Design (HU)	3		

Complete Mathematics (MA) requirement.			
Term hours subtotal:	6		

Term 4 - A 38 - 45 Credit Hours Critical course signified by ⚠	Hours	Minimum Grade	Notes
⚠ Concentration Elective Course	3	C	• Students select nine credit hours of concentration electives courses, including three upper division hours, from the track courses listed at the bottom of the major map.
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		
Term hours subtotal:	7		

Term 4 - B 45 - 51 Credit Hours Critical course signified by ⚠	Hours	Minimum Grade	Notes
⚠ Related Area Course	3	C	• 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.
Historical Awareness (H)	3		
Term hours subtotal:	6		• Students select nine credits of concentration electives courses, including three upper division hours, from the track courses listed at the bottom of the major map.

Term 5 - A 51 - 57 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)	3		
Elective	3		
Term hours subtotal:	6		

Term 5 - B 57 - 63 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ TWC 301: Fundamentals of Writing for Digital Media (L)	3	C	
TWC 422: Social Media in the Workplace	3	C	
Term hours subtotal:	6		

Term 6 - A 63 - 69 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ TWC 401: Fundamentals of Technical Communication (L)	3	C	
Elective	3		
Term hours subtotal:	6		

Term 6 - B 69 - 75 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ TWC 421: Principles of Web Authoring (L)	3	C	• Use Handshake to research employment opportunities.
TWC Upper Division Elective	3	C	
⭐ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	6		

Term 7 - A 75 - 81 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes

⭐ TWC 411: Principles of Visual Communication (L)	3	C
Elective	3	
Term hours subtotal:	6	

Term 7 - B 81 - 87 Credit Hours	Hours	Minimum Grade	Notes
MCO 307: The Digital Audience	3	C	
TWC 431: Principles of Technical Editing	3	C	
Term hours subtotal:	6		

Term 8 - A 87 - 93 Credit Hours	Hours	Minimum Grade	Notes
TWC Upper Division Elective	3	C	
Elective	3		
Term hours subtotal:	6		

Term 8 - B 93 - 99 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ TWC Upper Division Elective	3	C	• 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.
⭐ Related Area Course	3	C	
Term hours subtotal:	6		

Term 9 - A 99 - 105 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ TWC 451: Copyright and Intellectual Property in the Electronic Age	3	C	• Gather professional references. • Apply for full-time career opportunities .
TWC 4** Elective	3	C	
Term hours subtotal:	6		

Term 9 - B 105 - 111 Credit Hours	Hours	Minimum Grade	Notes
TWC 452: Information in the Digital Age	3	C	• Students select nine credit hours of concentration electives courses, including three upper division hours, from the track courses listed at the bottom of the major map.
Upper Division Concentration Elective Course	3	C	
Term hours subtotal:	6		

Term 10 - A 111 - 117 Credit Hours	Hours	Minimum Grade	Notes
TWC 455: Digital Ethics in Internet Policy and Governance	3	C	
Elective OR TWC 484: Internship	3		
Term hours subtotal:	6		

Term 10 - B 117 - 120 Credit Hours Necessary course signified by ⭐	Hours	Minimum Grade	Notes
⭐ TWC 490: Capstone	3	C	
Term hours subtotal:	3		

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

Concentration Elective Courses
AME 494: Reading the Algorithm
GIT 402: New Media Internet Technologies
HSE 224: Applied Social Science (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

Notes:

- First-Year Composition: All students are placed in ENG 101 unless submission of SAT, ACT, Accuplacer, IELTS, or TOEFL score, or college-level transfer credit or test credit equivalent to ASU's first-year composition course(s), determine otherwise. Students on Polytechnic, Downtown Phoenix and West Campuses are encouraged to complete the Directed Self-Placement survey to choose the first-year composition option they believe best suits their needs. Visit: https://cisa.asu.edu/DSP
- Mathematics Placement Assessment score determines placement in first mathematics course.

Total Hours: 120
Upper Division Hours: 45 minimum
Major GPA: 2.00 minimum
Cumulative GPA: 2.00 minimum
Total hrs at ASU: 30 minimum
Hrs Resident Credit for
Academic Recognition: 56 minimum
Total Community College Hrs: 64 maximum

General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)

- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed next to courses on the major map were valid for the 2023 - 2024 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.