

Digital Communication & Content Strategy

Relevant skills for a
highly versatile
career path.

What types of skills?

Content creation and strategy skills like:

- Digital Marketing
- Photography
- Design
- Video
- Writing
- Analytics

What types of careers?

Example: Barton's own Communications Dept.

- Chief Communications Officer
- PR & Social Media Specialist
- Video Coordinator
- Digital Content Specialist
- Communications Strategist (media buying)
- Web Content Strategist
- Graphic Designer

What types of careers?

Most of these skills can also be put to work outside of a typical 9-5.

- Freelance
- Entrepreneurship
- Influencer
- Affiliate Marketing

TERM 1		CREDITS	MILESTONE	SGE	COMPLETED
	Communications Requirement	3		020	<input type="checkbox"/>
ENGL 1204	English Composition I*	3		010	<input type="checkbox"/>
	Social & Behavioral Sciences Requirement	3		050	<input type="checkbox"/>
	Barton Designated Requirement	3		070	<input type="checkbox"/>
	Suggested Emphasis Elective	3			<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
TOTAL CREDITS		15			

TERM 2		CREDITS	MILESTONE	SGE	COMPLETED
COMM 1610	Introduction to Social Media	3			<input type="checkbox"/>
ENGL 1206	English Composition II*	3		010	<input type="checkbox"/>
	Arts & Humanities Requirement	3		060	<input type="checkbox"/>
	Suggested Emphasis Elective	3			<input type="checkbox"/>
	Suggested Emphasis Elective	3			<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
TOTAL CREDITS		15			

TERM 3		CREDITS	MILESTONE	SGE	COMPLETED
COMM 1700	Introduction to Mass Media	3		060	<input type="checkbox"/>
QMAT 1828	Contemporary Mathematics*	3		030	<input type="checkbox"/>
	Barton Designated Requirement	3		070	<input type="checkbox"/>
COMM 1620	Content Marketing	3			<input type="checkbox"/>
COMM 1630	Digital Content and Analytics	3			<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
TOTAL CREDITS		15			

TERM 4		CREDITS	MILESTONE	SGE	COMPLETED
	Natural & Physical Science Requirement*	5		040	<input type="checkbox"/>
	Social & Behavioral Sciences Requirement	3		050	<input type="checkbox"/>
GRPH 1065	Digital Video Editing	3			<input type="checkbox"/>
	Suggested Emphasis Elective	3			<input type="checkbox"/>
	Elective	1			<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
TOTAL CREDITS		15			

The bread and butter courses:

Intro to Social Media (COMM 1610)

Content Marketing (COMM 1620)

Digital Content & Analytics (COMM 1630)

Possible fourth:

Podcasting and Vlogging Course (video focus)

Emphasis on Hands-On Learning

Social Media students are managing three actual Barton Facebook & Instagram pages this semester in partnership with Communications and the account owners.

Content Marketing will also create content for various platforms for real-world organizations next semester.

A growing industry

Media and communication occupations will see

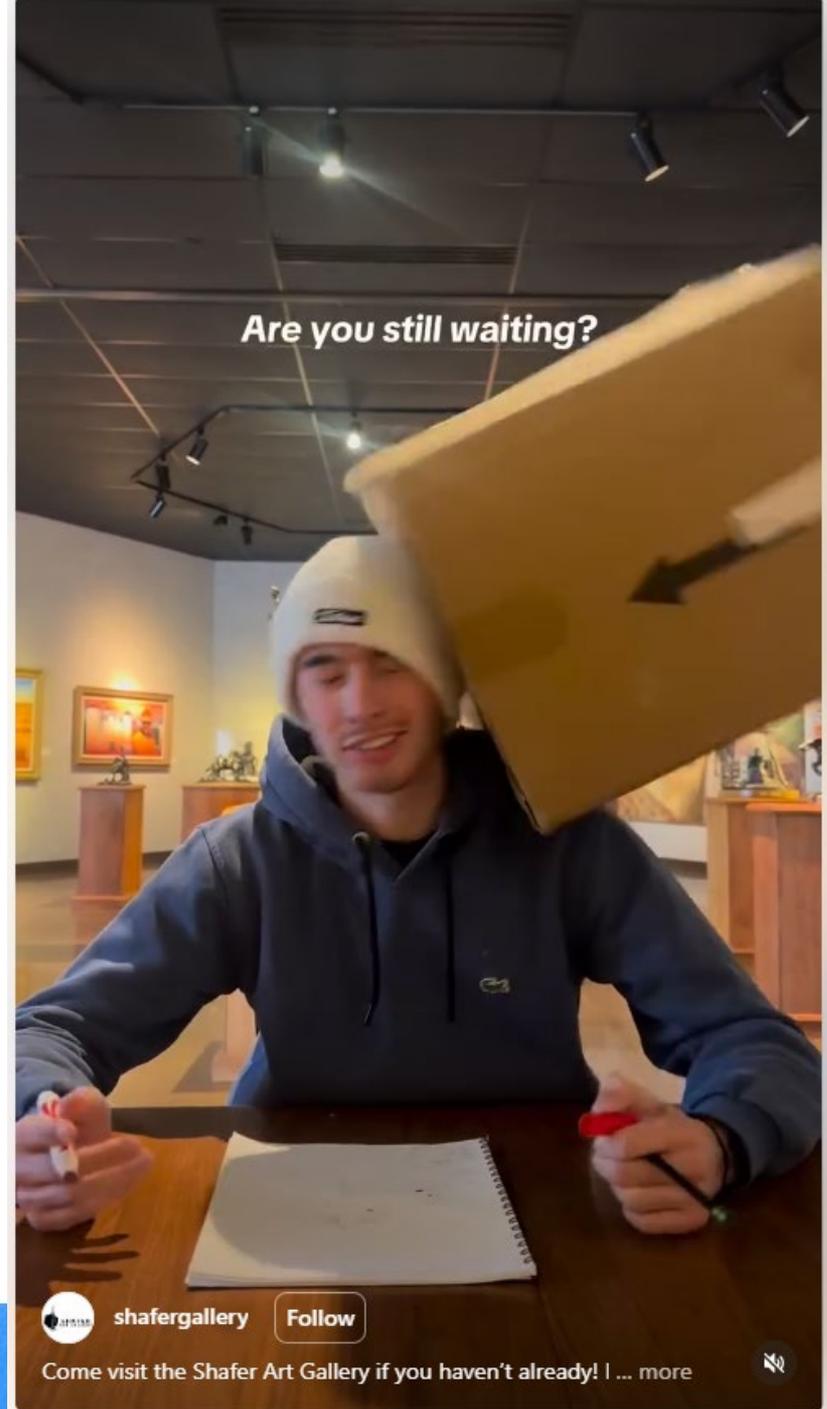
**109,500 openings per year
from 2023-2033**

according to the Bureau of Labor Statistics

Instagram: [\\$50 Spree](#)



Instagram: Box Throwing Video



Overview

ThruPlays ⓘ

5.2K

Cost per ThruPlay ⓘ

\$0.01

Views ⓘ

10K

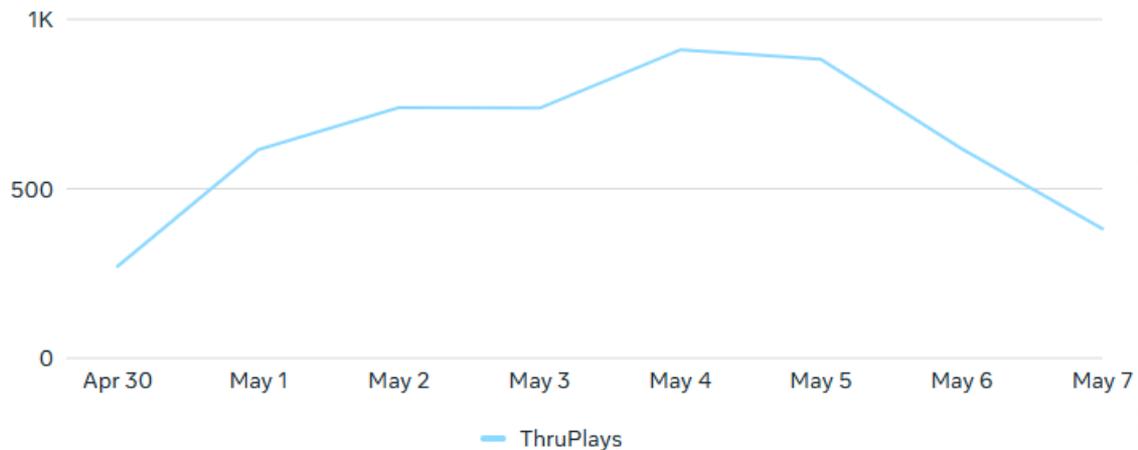
Reach ⓘ

7.4K

ThruPlays ⓘ

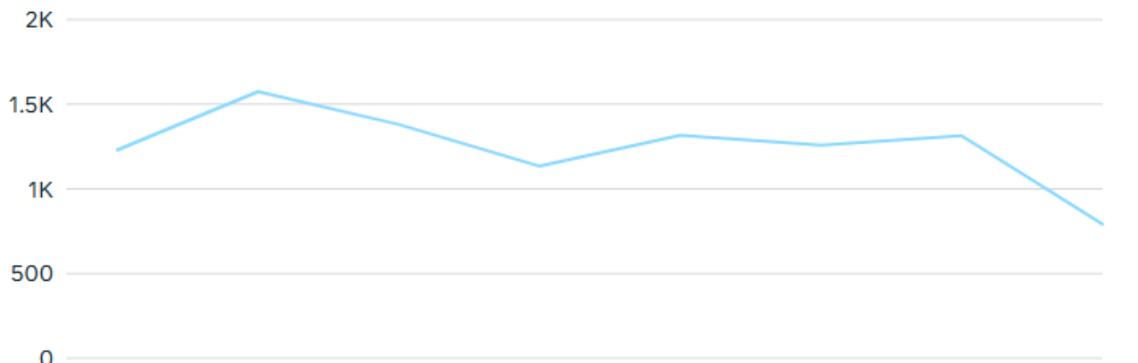
Results

5.2K



Views ⓘ

10K



Promotion & Recruitment

QUESTIONS?