**NEWS RELEASE –** Immediate Release

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**Keiser University Offers a Bachelor’s Degree in Social Media Communications**

***The program is closely aligned with a professional work environment***

Lakeland, FL—March 16, 2015 —Keiser University’s new bachelor’s degree in Social Media Communications is preparing students for careers in public relations, marketing, advertising and related fields. Students will also learn to apply social media theory and practice in the workplace, both locally and globally. This program has been rolled out at the Lakeland and Port St. Lucie campuses.

In a world filled with hashtags, likes and shares, social media has dramatically transformed the way organizations connect with the public. It has affected corporate, government and nonprofit sectors to the extent that companies are clamoring for professionals who can communicate effectively in a digital era. According to *Social Media Examiner*, 92 percent of marketers stated that social media is essential to their business.

“We’re equipping students with the knowledge and skills needed to communicate across a variety of platforms,” said Joe McLeod, Program Director at the Lakeland campus. The program focuses on the integration of technology and digital media while emphasizing key fundaments, such as writing and public speaking.

Since mass communication has changed rapidly, the methods of teaching are changing as well. Many programs at Keiser have adopted the “flipped classroom” model which redefines the role of the instructor from a lecturer to a facilitator. This approach fosters more student interaction and participation in the classroom to ensure that students are genuinely learning the material and discovering practical ways to apply it.

Courses in the Social Media Communications program are unconventional and tend to be closely aligned with a professional work environment. As a class project this semester, students are creating a social media campaign for a local nonprofit organization – a real client. Throughout the year, students will be involved with an assortment of projects alongside industry professionals through volunteer opportunities and internships.

**About Keiser University:** Keiser University is a private, not-for-profit university serving nearly 20,000 students pursuing doctoral through associate degrees on 17 campuses, online and internationally, employing 3,500 staff and faculty.  Keiser University holds Level VI accreditation signifying recognition of its expanded doctoral degree offerings.

Sixty-two percent of KU students graduate in STEM (Science, Technology, Engineering and Math) and healthcare fields, providing the talented workforce necessary for Florida to compete globally. Over 20 percent of Keiser University students are members of the armed services, veterans, or military family members.

Keiser University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and degrees at the associate, baccalaureate, masters, specialist, and doctoral levels. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Keiser University.

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