STRATEGIC COMMUNICATION MINOR

The minor in Strategic Communication consists of 18 hours which includes:

Course	Title	Credits
COM 200	Introduction to Mass Communication	3
COM 320	Video Production and Editing	3
COM 330	Introduction to Public Relations	3
or COM 304	Introduction to Advertising	
COM 315	Introduction to News	3
or COM 340	Public Relations Writing	
COM 345	Social Media Strategy	3
COM 412	Digital Media Analytics	3
Total Hours		**18**

Students cannot declare both a major and a minor in the Department of Communication.