

MINOR IN SOCIAL MEDIA

Code	Title	Credits
Minor in Social Media		
BUS 220	Principles of Marketing	4
BUS 357	Principles of Digital Marketing	2
COM 216	Content Strategy and Creation	4
COM 302	Media Law	4
COM 362	Strategic Social Media in Organizations	4
Choose one of the following courses:		2
BUS 309	Brand Management	
BUS 319	Advertising and Promotion	
BUS 334	Classic Project Management ¹	
COM 264	Storytelling ²	
Choose one of the following Content Creation courses:		4
COM 130A	Producing Video for Social Media	
COM 376	Public Relations Writing and Strategies ³	
DIG 200A	Introduction to Digital Humanities	
ENJ 120	Reporting	
Total Credits		24

¹ BUS 230, COM 248, or COS 277 is a prerequisite for this course.

² COM 170A or Consent of instructor is a prerequisite for this course.

³ COM 248 and COM 249 or Consent of instructor are prerequisites for this course.

Courses whose number is followed by a letter fulfill a General Education requirement.