

MINOR IN SOCIAL MEDIA

Code	Title	Credits
Minor in Social Media		
BUS 220	Principles of Marketing	4
BUS 357	Principles of Digital Marketing	3
COM 216	Content Strategy and Creation	4
COM 302	Media Law	3
COM 366	Strategic Social Media in Organizations	3
Choose one of the following:		3
BUS 309	Brand Management	
BUS 319	Advertising and Promotion	
BUS 334	Principles of Project Management ¹	
DIG 200A	Introduction to Digital Humanities	
Choose one of the following Content Creation courses:		3
COM 130A	Producing Video for Social Media	
COM 264	Storytelling ²	
COM 376	Public Relations Writing and Strategies ³	
ENJ 120	Reporting	
Total Credits		23

¹ BUS 230, COM 248, or COS 216 is a prerequisite for this course.

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

³ COM 248 and COM 350 are prerequisites for this course.

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