

# MINOR IN SOCIAL MEDIA

Code	Title	Credits
<b>Minor in Social Media</b>		
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 366	Strategic Social Media in Organizations	2
COM 369	Social Media Analytics	2
Choose one of the following:		2
BUS 309	Brand Management	
BUS 319	Advertising and Promotion	
BUS 334	Principles of Project Management <sup>1</sup>	
COM 264	Storytelling <sup>2</sup>	
Choose one of the following Content Creation courses:		4
COM 130A	Producing Video for Social Media	
COM 376	Public Relations Writing and Strategies <sup>3</sup>	
DIG 200A	Introduction to Digital Humanities	
ENJ 120	Reporting	
<b>Total Credits</b>		<b>24</b>

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

<sup>2</sup> COM 170A or Consent of instructor is a prerequisite for this course.

<sup>3</sup> 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.