

# SOCIAL MEDIA MINOR

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The minor in social media will provide students outside of the Department of Communication and Journalism the opportunity to gain general and practical knowledge and skills that will be beneficial to them and expand their career options.

## Curriculum

The minor in social media requires 21 hours of courses:

<b>Code</b>	<b>Title</b>	<b>Hours</b>
COMM 4153	Persuasive Theory and Audience Analysis	3
JOUR 2163	Introduction to Multimedia	3
JOUR 3173	Public Relations Principles	3
JOUR 3273	Public Relations Writing	3
JOUR 4023	Social Media	3
JOUR 4083 or JOUR 4123	Internet Communication Laws of Communication	3
MKT 3163 or PSY 2023	Consumer Behavior Consumer Psychology	3
<b>Total Hours</b>		<b>21</b>