

SOCIAL MEDIA MINOR

Dr. David Eshelman, Department Head

Energy Center, Room 124

(479) 964-0890

deshelman@atu.edu

Curriculum

Code	Title	Hours
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	Internet Communication	3
or JOUR 4123	Laws of Communication	
MKT 3163	Consumer Behavior	3
or PSY 2023	Consumer Psychology	
Total Hours		21