

SOCIAL MEDIA MANAGEMENT - UNDERGRADUATE MINOR

A student must take the following classes to get a minor in social media management.

Prefix	Title	Credits
Requirements: ¹		
Take all three classes		9
JOUR 110	Introduction to Media Writing	
JOUR 374	Introduction to Public Relations	
JOUR 457	Social Media Management and Analytics	
Choose two from the following:		6
JOUR 384	Branding and Storytelling in IMC	
JOUR 460	Sports & Entertainment P.R.	
JOUR 470	Corporate Social Responsibility Marketing	
JOUR 476	Public Relations Campaigns	
Choose one from the following:		3
JOUR 321	Media Graphic Design	
JOUR 319	Intro Photography	
Total Credits		18

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Total of 18 credits with the grade of C- or better, are required to get a minor of Social Media Management