

STRATEGIC COMMUNICATIONS - UNDERGRADUATE MINOR

A student must take the following classes to get a minor in strategic communications.

Prefix	Title	Credits
Requirements ¹		
JOUR 110	Media Writing I	3
JOUR 300	Introduction to Advertising	3
JOUR 374	Introduction to Public Relations	3
Choose three courses from the following:		9
JOUR 384	Public Relations Storytelling	
JOUR 425	Media Planning and Buying	
JOUR 470	Environmental, Social, & Governance Public Relations	
JOUR 476	Advertising & Public Relations Campaigns	
JOUR 490	IMC Campaign	
Total Credits		18

¹ Total of 18 credits with the grade of C- or better are required to get a minor of Strategic Communications.