

Programs

Social Media Minor

(18 credits)

The minor in Social Media provides students with opportunities to pursue coursework in written communication, contextual marketing and communications courses, and creative production for new media.

To earn the Social Media minor, students must complete the courses listed below:

Select two (6 credits):

AR 216	Arts and Entrepreneurship
CO 141	Public Speaking
CO 220	Sociology of Communications
CO 261	Public Relations
CO 362	Persuasion
CIS 301	Technology and the Arts
CIS 330	Issues in Computer Ethics
MG 231	Principles of Marketing
MG 240	Social Entrepreneurship Social Entrepreneurship
MG 241	Marketing Research and Strategy

Select two (6 credits):

BE 135	Business Communications
CO 125	Podcast Writing & Development
CO 210	Creative Copywriting
CO 229	Introduction to Digital Communications
CO 230	Interactive Marketing on Social Media
CO 263	Social Media Storytelling
CO 267	Social Media Journalism
CO 365	Writing for Interactive Media
CO 372	Political Activism on Social Media

EN 143 Introduction to Creative Writing

Select two (6 credits):

AR 114 Graphic Design I

AR 201 Introduction to Computer Art

AR 214 Graphic Design II

AR 314 Advanced Graphic Design I

AR 335 Digital Photography I

AR 336 Digital Photography II

CIS 286 Internet and Web Publishing

CO 139 Introduction to Digital Video & Audio

CO 239 Digital Video & Audio I

CO 339 Digital Video & Audio II

CO 394 Social Media Capstone