

MINOR IN STRATEGIC COMMUNICATION

Overview

Students minoring in strategic communication are provided a solid foundation into the principles of both advertising and public relations. Students then are able to choose to focus their minor on one of those two areas, learning strategy development tactics and taking additional elective courses based on their area of interest.

Curriculum Requirements

Code	Title	Credit Hours
STC 114	Principles of Advertising	3
STC 116	Principles of Public Relations	3
STC 200	Advertising Strategy Development	3
or STC 201	Public Relations Strategy Development	
Select 6 credit hours in STC with Strategic Communication faculty advisor		6
Total Credit Hours		15

- * Students majoring in Advertising and Public Relations may not minor in Strategic Communication.
- * A grade of C or higher is required in all courses (a C- is not acceptable).