

MINOR IN STRATEGIC SOCIAL MEDIA COMMUNICATION

Overview

Students minoring in strategic social media communication gain a comprehensive foundation in the principles and practices of social media strategy development and evaluation. They can choose from a range of social media electives to build a broad understanding of key elements in social media strategies and campaign management.

Curriculum Requirements

Code	Title	Credit Hours
Core Courses		
STC 234	Social Media Messaging and Strategies	3
Electives		
Choose four of the following:		12
STC 236	Social Media Content Creation	
STC 313	Artificial Intelligence for Advertising	
STC 314	Where AI Meets PR	
STC 382	Social Media Internships	
STC 405	Social Media Influencers	
STC 444	Social Media Analytics	
STC 446	Social Media Strategy, Analytics and Paid Campaigns	
JMM 356	Podcast Storytelling	
JMM 493	Creative Smartphone Photo Illustration	
MKT 365	Brand Story Telling	
MKT 389	Digital Media Metrics	
Other courses as approved by a faculty advisor in STC		
Total Credit Hours		15