

SOCIAL MEDIA AND MASS COMMUNICATIONS MINOR

Please note that the Social Media and Mass Communications minor is not available to students with majors in the School of Journalism and Mass Communications.

Degree Requirements (18 hours)

| Course | Title | Credits |
|--|--|---------|
| JOUR 101 or ISCI 202 | Media and Society Information Literacy and Technology | 3 |
| JOUR 285 | Social Media and Society | 3 |
| JOUR 385 | Social Media Planning | 3 |
| Select at least one, no more than two, SLIS courses from the following: | | |
| ISCI 315 | Cyberethics and Information Policy | 3 |
| ISCI 415 | Social Issues in Information and Communications Technologies | 3 |
| ISCI 420 | Information and Communication Needs and Assessment | 3 |
| ISCI 434 | Introduction to Knowledge Discovery | 3 |
| ISCI 480 | Emerging Topics in Information Science | 3 |
| ISCI 560 | Data Visualization | 3 |
| Select at least one, no more than two, electives from the following: | | |
| Select any of the following principles courses: | | |
| JOUR 201 | Principles of Public Relations | |
| JOUR 202 | Principles of Advertising and Brand Communications | |
| JOUR 203 | Principles of Visual Communications | |
| JOUR 204 | Principles of Journalism | |
| JOUR 304 | Internet and Social Media Law | 3 |
| JOUR 308 | Media and Youth | 3 |
| JOUR 343 | Social Media for Sports Media | 3 |
| JOUR 491 | Communication and Information Transfer | 3 |
| JOUR 530 | Creative Leadership | 3 |
| JOUR 542 | Public Opinion and Persuasion | 3 |