

## Social Media Minor

2024 – 2025 Undergraduate Catalog

Required Courses			
✓	Course Code & Name	Credits	Semester
	Complete at least 1 of the following: <ul style="list-style-type: none"> <li>○ <a href="#"><u>STCO102</u></a> - Introduction to Strategic Communication Leadership (3)</li> <li>○ <a href="#"><u>STCO112</u></a> - Honors: Introduction to Strategic Communication Leadership (3)</li> <li>○ <a href="#"><u>EMME105</u></a> - Digital Media and Media Literacy (3)</li> </ul>	3	
	EMME 205 – Mobile Media Production	3	
	EMME 326 – Writing for Electronic Media	3	
	STCO 225 – Foundations of Strategic Messaging	3	
	STCO 312 – Digital Identity and Community	3	
	MKTG 261 – Principles of Marketing	3	
	MKTG 467 – Digital and Social Media Marketing	3	
Elective Course			
Total Credits		24	

Elective options:

- Complete at least 1 of the following:
  - [STCO302](#) - Argumentation and Advocacy (3)
  - [STCO322](#) - Presentational Communication (3)
  - [STCO335](#) - Organizational Communication (3)