

SOCIAL MEDIA FOR MARKETING MAJORS / MINOR

Requirements

Minor Credit Hours: 18

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Code	Title	Hours
Required Courses		
COMM 18000	Visual Storytelling	3
COMM 20600	Social Media and Online Audiences	3
COMM 20800	Strategic Communication	3
COMM 38200	Web Design	3
Electives		
Select two courses from the following or advisor-approved electives:		6
COMM 34500	Social Media Case Studies	
COMM 33500	Advertising Copywriting	
INSY 40500	Search Engine Optimization	
BSAN 45500	Web Analytics	
Total Hours		18