

MINOR IN SOCIAL MEDIA STRATEGY

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This minor ensures that students are equipped with the latest knowledge and skills to navigate and utilize emerging platforms and technologies. Open to students from all undergraduate programs, courses are carefully designed for students to learn how to use social and digital technologies to increase brand awareness, attract new customers and develop meaningful relationships in any functional output from influencer marketing to non-profit management, fundraising, healthcare, government and education.

In addition to building expertise, students who earn a minor in Social Media Strategy will also add critical industry certifications that strengthen their resumes and set them apart from other candidates for prestigious internships and job opportunities. Throughout mandatory coursework, students will meet the requirements to earn the HubSpot Social Marketing Certificate and be added to the Hootsuite Certified Professionals and Social Media Consultants database.

Students wishing to minor in social media strategy must complete 18 credits.

Social Media Strategy Minor Curriculum

Students wishing to minor in social media strategy must complete 18 credits.

For students whose majors are **outside** the School of Communications:

Code	Title	Credits
Required Courses		
ADPR 101	Intro to Public Relations	3
	or ADPR 10: Introduction to Advertising and Integrated Communications	
COM 215	Social Media and Society	3
ADPR 320	Strategies for Social Media	3
ADPR 410	Branding Strategies	3
	Select any two elective courses from ADPR, GDD, JRN, MK and MSS from electives list below.	6
Total Credits		18

For students whose majors are **within** the School of Communications:

Code	Title	Credits
Required Courses		
COM 215	Social Media and Society	3
ADPR 320	Strategies for Social Media	3
ADPR 410	Branding Strategies	3
	Select any three elective courses from ADPR, GDD, JRN, MK and MSS from electives list below.	9
Total Credits		18

Elective Courses

Code	Title	Credits
Elective courses are:		
ADPR 215	Web, Mobile & Interactive Design	3
GDD 140	Creativity and Computation	3
JRN 306	SEO, Social Media, and Third-Party Platforms	3
MK 201	Marketing Principles	3
MK 333	Digital Marketing and Electronic Channels of Distribution	3
MSS 131	Media Innovators	3
MSS 345	Media Users and Audiences (WGS 345)	3
MSS 442	Media Critics and Influencers	3