

# MINOR IN FINANCIAL COMMUNICATION AND BUSINESS JOURNALISM

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The minor in Financial Communication and Business Journalism is designed for students who want to stand out in the fields of news, public relations, nonprofits, companies and government. Students will learn to understand business fundamentals, discover opportunities in public budgets, interpret financial data, articulate business strategies, research markets using journalistic tools and think critically about business models. This specialty opens careers in investor relations, corporate communications, market research and the healthiest parts of media.

Students wishing to minor in financial communication and business journalism must complete 18 credits.

## Financial Communication and Business Journalism Minor Curriculum

For students whose majors are **inside** and **outside** of the School of Communications, required minor courses are:

Code	Title	Credits
<b>Minor requirements <sup>1</sup></b>		
EC 111	Principles of Microeconomics	3
AC 211	Financial Accounting	3
FIN 201	Fundamentals of Financial Management	3
JRN 388	Business Reporting:Following the money	3
JRN 488	The International Money Trail	3
Complete one financial communication and business journalism elective from the list below:		3
AC 305	Intermediate Accounting I	
AC 350	Advanced Excel Programming (CIS 350)	
ADPR 201	Writing for Strategic Comm	
ADPR 341	Corporate Public Relations	
BAN 300	Statistical Programming With R	
BAN 310	Web Analytics	
EC 112	Principles of Macroeconomics	
ENT 290	Creating Digital Businesses	
FIN 360	Financial Statement Analysis	
FIN 380	Intermediate Corporate Finance	
HS 215	American Business History	
IB 201	Globalization and International Business	
IB 313	International Marketing Research	
IB 335	International Finance	
JRN 275	News Reporting	
JRN 372	Entrepreneurial Media (The MIC Project)	
MK 301	Internet Marketing	

MK 320	Marketing Research	
PRR 512	Investor Relations	
<b>Total Credits</b>		<b>18</b>

<sup>1</sup> School of Business students cannot count core courses and must substitute from 300-level electives outside of their major from the electives list or others as approved by the program director.