

## Social Media Minor

2022 – 2023 Undergraduate Catalog

Required Courses			
✓	Course Code & Name	Credits	Semester
	MCOM 205 – Mobile Media Production	3	
	MCOM 326 – Writing for Electronic Media	3	
	CMST 225 – Foundations of Strategic Messaging	3	
	CMST 312 – Digital Identity and Community	3	
	MKTG 261 – Principles of Marketing	3	
	MKTG 467 – Digital and Social Media Marketing	3	
Elective Courses			
Total Credits		24	

Elective options:

- Complete at least 1 of the following:
  - [CMST102](#) - Introduction to Strategic Communication Leadership (3)
  - [CMST112](#) - Honors: Introduction to Strategic Communication Leadership (3)
  - [MCOM105](#) - Digital Media and Media Literacy (3)
- Complete at least 1 of the following:
  - [CMST302](#) - Argumentation and Advocacy (3)
  - [CMST322](#) - Presentational Communication (3)
  - [CMST335](#) - Organizational Communication (3)