Strategic Communications Minor

Strategic Communications - Strategic Communications ... 18

Minor Code: 5349
Required courses................................................................. 15

MCOM 1173  Strategic Communications Writing
MCOM 2063  Introduction to Brand Communications/Advertising
MCOM 2193  Principles of Public Relations
MCOM 2553  Strategic Communications Planning
MCOM 3103  Strategic Communications Case Studies

Elective courses ................................................................. 3

Selected from the following:

MCOM 3283  Advertising Design
MCOM 3333  Specialized Publications
MCOM 3443  Media Mix Analysis
MCOM 4063  Feature Writing
MCOM 4333  Newsletter Design
MCOM 4503  Advanced Publication Design

When approved by the Department Chair, Advanced Topics (3990), Seminars (4910), and Institutes (4960) may be taken as electives.

Minimum GPA................................................................................. 2.50