COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES
DEPARTMENT OF COMMUNICATION
MINOR: STRATEGIC COMMUNICATION
FOR STUDENTS GRADUATING IN CALENDAR YEAR 2019

This minor exposes students to core Pathways learning outcomes and knowledge about how strategic communication work in multiple non-communication industries such as business, sciences, and engineering. Some courses listed on this checksheet have prerequisites, please consult the University Course Catalog, or check with your advisor.

I. 4 FOUNDATIONAL PATHWAYS COURSES (12 hours)
Choose 1: COMM 1016* Communication Skills (Pre: 1015) (3 credits) or COMM 2004 Public Speaking (3 credits) (Core Outcome: Discourse; Integrated Outcome: Ethical Reasoning)

COMM 2044* Principles of Public Relations (3 credits)
(Core Outcome: Reasoning in the Social Sciences; Integrated Outcome: Ethical Reasoning)

AHRM 1014* Introduction to Design for Consumers (3 credits)
(Core Outcome: Critique and Practice in Design and the Arts; Integrated Outcome: Intercultural and Global Awareness)

ACIS 1004* Accounting Foundations (3 credits)\(^1\)
(Core Outcome: Quantitative and Computational Reasoning; Integrated Outcome: Ethical Reasoning)

II. UPPER LEVEL COURSES IN MINOR (Choose one of the following)
COMM 3014 Public Relations Cases (Pre: 2044) (3 credits)
COMM 3064 Persuasion (Pre: 1014) (3 credits)
COMM 3214 Professional Communication (Pre: 1016 or 2004) (3 credits)
COMM 3324 Corporate Communication (3 credits)
COMM 3334 Corporate Social Responsibility (Pre: 2044) (3 credit)
COMM 4024 Communication Law (3 credits)
COMM 4164 Public Relations Administration (Pre 2044) (3 credits)
COMM 4364 Issue Management in Public Relations (3 credits)

III. COMMUNICATION CAPSTONE (Required of all minors)
COMM 4404 Capstone Topics in Strategic Communication (3 credits)

TOTAL HOURS REQUIRED: 18 semester hours

\(^1\) ACIS 2115 may be substituted for ACIS 1004. ACIS 2115 is not approved to satisfy Pathways Gen Ed areas.

* Courses indicated with an asterisk are Pathways General Education Courses. If completing this minor to satisfy Pathways General Education requirements, please reference the core and/or integrated outcome(s) satisfied by the course during the selection of courses for the completion of this minor.
GPA REQUIREMENT: A GPA of 2.0 or higher is required in the minor. The GPA is based on all courses a student has completed in the strategic communication minor.