

**COLLEGE OF LIBERAL ARTS AND
HUMANSCIENCES SCHOOL OF
COMMUNICATION**
MINOR: STRATEGIC COMMUNICATION
FOR STUDENTS DATE OF ENTRY UG CATALOG 2022-2023

This minor exposes students to core Pathways learning outcomes and knowledge about how strategic communication works 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 adviser.

I. FOUNDATIONAL PATHWAYS COURSES

COMM 1016* Communication Skills (3 credits) (Pre: 1015) *or* COMM 2004 Public Speaking (3 credits)
(Core Concept 1: Discourse; Integrated Outcome: Ethical Reasoning)

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

AHRM 1014* Introduction to Design for Consumers (3 credits)
(Core Concept 6: Critique and Practice in Design and the Arts; Integrated Outcome: Intercultural and Global Awareness)

ACIS 1004* Accounting Foundations (3 credits)¹ (Core Concept 5: Quantitative and Computational Reasoning, Integrative Outcome Ethical Reasoning)

II. UPPER-LEVEL ELECTIVE COURSES IN MINOR (Choose 1 for 3 credits.)

CMST 3064 Persuasion (3 credits) (Pre: COMM 1014)

CMST 3134 Public Advocacy (3 credits) Junior standing required. (Pre: COMM 1016 or COMM 2004) CMST 3214 Professional Communication (3 credits) (Pre: COMM 1016 or COMM 2004)

COMM 4024 Communication Law (3 credits) (Pre: Senior standing) FIN 4014* Cyberlaw and Policy (3 credits)
(Core Concept 3: Reasoning in the Social Sciences; Integrated Outcome Ethical Reasoning)

HTM 3424* Event Management (3 credits)
(Core Concept 6d: Critique and Practice in Design; Integrated Outcome Ethical Reasoning)

MGT 3444* Multi Diversity in Orgs (3 credits)

¹ ACIS 2115 may be substituted for ACIS 1004. ACIS 2115 is not approved to satisfy Pathways to General Education requirements.

(Core Concept 3: Reasoning in the Social Sciences and Core Concept 7: Critical Analysis of Identity and Equity in the United States; Integrated Outcome Intercultural and Global Awareness)

MN 4005* Leadership and Management Ethics (3 credits)

(Core Concept 3: Reasoning in the Social Sciences; Integrated Outcome Intercultural and Global Awareness)

PR 3014 Public Relations Cases (3 credits) (Pre: PR 2044)

PR 3324 Corporate Communication (3 credits) (Pre: Junior

standing) PR 3334 Corporate Social Responsibility (3 credit)

PR 4164 Public Relations Administration (3 credits) (Pre: PR 2044)

PR 4364 Issue Management in Public Relations (3 credits) (Pre: Junior standing)

III. COMMUNICATION CAPSTONE (3 credits) (Required of all

minors) COMM 4404 Capstone Topics in Strategic Communication (3 credits)

IV. TOTAL CREDITS REQUIRED: 18 semester hours

COURSES THAT MAY BE SUBSTITUTES FOR SECTION II

UPON APPROVAL

AHRM 2404* Consumer Rights (3 credits) (Core Concept 3 Reasoning in the Social Sciences; Integrated Outcome Intercultural and Global Awareness)

AHRM 2014* Design for Consumers Studio (3 credits) (Core Concept 6d: Critique and Practice in Design; Integrated Outcome Intercultural and Global Awareness)

COMM 2094* Communication and Issues of Diversity (3 credits) (Core Concept 7 Critical Analysis of Identity and Equity in the United States; Integrated Outcome Intercultural and Global Awareness)

HIST 2604* (SOC 2604/STS 2604) Intro Data in Social Context (3 credits) (Core Concept 2: Critical Thinking in the Humanities or Core Concept 5f Foundational Quantitative and Computational Thinking; Integrated Outcome Intercultural and Global Awareness and Ethical Reasoning)

HIST 2715* (STS 2715) History of Technology (3 credits) (Core Concept 3 Reasoning in the Social Sciences; Integrated Outcome Intercultural and Global Awareness)

HIST 2716* (STS 2716) History of Technology Part II (3 credits) (Core Concept 3 Reasoning in the Social Sciences; Integrated Outcome Intercultural and Global Awareness)

* Courses with an asterisk are Pathways General Education Courses. If you are completing this minor to satisfy Pathways to General Education requirements, please reference the core and/or integrated outcome(s) satisfied by each course when you select courses.

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.

MINOR REQUIREMENT: All minors must take at least 6 hours of 3000 or 4000 coursework