

**COLLEGE OF LIBERAL ARTS AND  
HUMANSCIENCES SCHOOL OF  
COMMUNICATION**  
MINOR: STRATEGIC COMMUNICATION  
FOR STUDENTS ENTERING DURING UNDERGRADUATE CATALOG  
YEAR 2021-2022

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)<sup>1</sup> (Core Concept 5: Quantitative and Computational Reasoning, Integrative Outcome Ethical Reasoning)

**I. 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)

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<sup>1</sup> 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)

**II. COMMUNICATION CAPSTONE (3 credits) (Required of all**

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

**III. 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