

**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.