

COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES
DEPARTMENT OF COMMUNICATION
MINOR: STRATEGIC COMMUNICATION
FOR STUDENTS GRADUATING IN CALENDAR YEAR 2022
AND FOR STUDENT DATE OF ENTRY UNDER UNDERGRADUATE CATALOG 2020-2021

APPROVED
University Registrar

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. 4 FOUNDATIONAL PATHWAYS COURSES (12 hours)

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

PR 2044* Principles of Public Relations (3 credits)

(Core Outcome: Reasoning in the Social Sciences; Integrated Outcome: Ethical Reasoning)

AHRM 1014* Design and Art 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)

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

CMST 3214 Professional Communication (Pre: COMM 1016 or COMM 2004) (3 credits)

COMM 4024 Communication Law (Pre: Senior standing) (3 credits)

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

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

PR 3334 Corporate Social Responsibility (Pre: PR 2044) (3 credits)

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

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

III. COMMUNICATION CAPSTONE (Required of all minors)

COMM 4404 Capstone Topics in Strategic Communication (Pre: Junior standing) (3 credits)

TOTAL HOURS REQUIRED: 18 semester hours

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

* Courses indicated with an asterisk are Pathways to 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.