

INFLUENCER MINOR

Offered by Department of Communication (<http://catalog.unk.edu/undergraduate/departments-programs/communication/>)

Code	Title	Credit Hours
Social Media Core		
JMC 309	Public Relations	3
JMC 370	Social Media Strategies	3
Video Production Skills		
JMC 265	Video Production	3
or JMC 365	Professional Video	
or JMC 427	Advanced Video Production	
Rhetorical Influence Course		
JMC 406	Commentary and Blogging	3
or SPCH 430	Story Analysis: Investigating Myths and Narratives	
or SPCH 450	Language and Social Change	
Logical Influence Course		
SPCH 332	Logic Argumentation and Reasoning	3
or SPCH 360	Persuasion and Propaganda	
Influencer Electives		
Take one of the following:		3
SPCH 332	Logic Argumentation and Reasoning	
SPCH 360	Persuasion and Propaganda	
SPCH 430	Story Analysis: Investigating Myths and Narratives	
SPCH 445	Diffusion of Innovations	
SPCH 450	Language and Social Change	
SPCH 451	Leadership Communication	
JMC 110	Topics	
JMC 302	Digital Storytelling	
JMC 365	Professional Video	
JMC 425	Topics in Mass Media	
JMC 427	Advanced Video Production	
Total Credit Hours		18