

STRATEGIC COMMUNICATION MINOR

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

| Code | Title | Credit Hours |
|--|-------------------------------------|--------------|
| Journalism and Mass Communication Core Requirements | | |
| JMC 112 | Communication Software | 3 |
| JMC 414 | Communications Law | 3 |
| Strategic Communication Core | | |
| JMC 230 | Integrated Marketing Communications | 3 |
| JMC 307 | Advertising Copywriting | 3 |
| JMC 309 | Public Relations | 3 |
| JMC 370 | Social Media Strategies | 3 |
| Select 3 credit hours of the following: | | 3 |
| JMC 300 | Website Design | |
| JMC 330 | Media Design | |
| Total Credit Hours | | 21 |

Strategic Communication Minors are encouraged to take the following as General Studies courses:

SPCH 100 Fundamentals of Speech Communication
JMC 100 Global Media Literacy