



STRATEGIC SOCIAL MEDIA COMMUNICATION MINOR

SCHOOL OF COMMUNICATION, JOURNALISM & THEATRE
EASTERN ILLINOIS UNIVERSITY

Social media are important strategic communication channels for organizations in almost any sector and industry. They also afford individuals and advocacy groups the opportunity to reach large audiences and make a difference. This minor provides an opportunity for students from a variety of majors to gain strategic and ethical social media communication skills along with a basic foundation in public relations.

TOTAL HOURS FOR MINOR: 18 HRS

ELECTIVES: 6 HRS

CMN 2500	Television & Video Production I
CMN 3020	Public Relations Research & Evaluation
CMN 3030	Promotional Communication
CMN 3050	Television & Video Production II
CMN 3100	Persuasion
CMN3520	AudioProd. & Voice Work for TV & Film
CMN 3650	Organizational Communication
CMN 3960	Public Relations Writing & Production
CMN 3965	Advanced Public Relations Writing & Prod.
CMN 3930	Message Strategies & Influence
CMN 3940	Advertising: Theories & Practice
CMN 4919	Public Relations Campaigns

REQUIRED COURSEWORK: 12 HRS

CMN 2920G	Strategic Comm. & Advocacy in Today's World
CMN 3960	PR Writing & Production
OR	
SCJ 2000	Digital Content Creation & Engagement
CMN 3980	Strategic Social Media Communication
CMN 4980	Social & Digital Media Analytics

Students enrolled in the B.A. in Public Relations may only apply CMN 4980, CMN 2920G, and CMN 3960 OR SCJ 2000, and students enrolled in the in Public Relations minor may only apply CMN 2920G and CMN 3960, to this minor. No other classes can be applied toward both the PR major/minor and the minor in Strategic Social Media Communication. Students enrolled the TV & Video Production, Communication Studies or Journalism may apply no more than three classes to their major AND the Strategic Social Media Communication minor.

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*IMPORTANT: This Curriculum Guide applies to students whose Catalog Year is 2027. Curriculum for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.

