Strategic Communication Minor
(For Majors outside the Department of Communication)

This minor will serve students who are interested in pursuing knowledge of public relations, advertising, marketing, event planning, and campaign design/evaluation to complement majors outside the Department of Communication. The minor will help students understand branding, media buying, copywriting, and other skills related to the professional practice of public relations, advertising, marketing, and event planning. 18 credits, 6 courses total. Pre-requisites, # of credits, and course attributes are listed in parenthesis.

Introduction/Required Course
_____ 4580 Strategic Communication Theory & Practice (3)

Foundational Courses: Choose two courses
_____ 3580 Strategic Communication, Special Topics (3)
_____ 3610 Internship (1-6)
_____ 3630 Absolute Communication (3)
_____ 3670 Principles of Advertising (3)
_____ 3680 Advertising Media Analysis & Planning (3)
_____ 3690 Making Brands Stick (3)
_____ 4570 Visual Editing (pre-req: COMM 3550) (3)
_____ 4590 Writing for Strategic Communication (pre-req: COMM 1610, COMM 4580) (4) (CW)
_____ 5200 Persuasion & Political Communication (3)
_____ 5300 Mass Communication Law (pre-req: COMM 3505) (4)
_____ 5580 PR Cases & Campaigns (pre-req: COMM 1610, COMM 3505, COMM 4580) (4) (CW)
_____ 5590 Integrated Marketing Communication (3)
_____ 5660 Media Ethics (pre-req: COMM 3505) (3)
_____ 5590 Advanced Special Topics in Strategic Communication (3)

Method/Theory Courses: Choose two courses; *One must be 3710 or 5710
_____ 1270 Analysis of Argument (3) (QB) (HF)
_____ 2110 Introduction to Interpersonal Communication (3) (BF)
_____ 3050 Theoretical Perspectives in Communication (3)
_____ 3115 Communicating Science, Health, Environment (3)
_____ 3140 Dangerous Liaisons in Relationships and Organizations (3)
_____ 3170 Introduction to Organizational Communication (3)
_____ 3405 Rhetoric: Aristotle to #Twitter (3)
_____ 3505 Introduction to Media & Business Ethics (3) (HF)
_____ 3550 Principles of Visual Communication (3)
_____ *3710 Introduction to Quantitative Research (3) (pre-req: QA or QB) (QI)
_____ *5710 Communication Research (3) (pre-req: COMM 3710 or any QI) (QI)

Elective Course: Choose any additional COMM elective course (Choose any Communication course, including those from the Foundational & Method/Theory sections.)
_____ COMM_____

How to Apply:
To declare the Strategic Communication minor, students must first complete any COMM course with a C or better and have a 2.75 GPA. Students that meet the minor declaration requirements may declare online at www.communication.utah.edu (click on undergraduate at the top of the page and then select Minors→Strategic Communication Minor→Declaration of Intent)