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 compliment 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: 3550) (3)
_____4590 Writing for Strategic Communication (4) (CW)
_____5200 Persuasion & Political Communication (3)
_____5300 Mass Communication Law (4)
_____5580 PR Cases & Campaigns (5) (CW)
_____5590 Integrated Marketing Communication (3)
_____5660 Media Ethics (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)
_____2110 Introduction to Interpersonal Communication (3) (HF)
_____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)