



SOCIAL MEDIA ENGAGEMENT MINOR

SCHOOL OF COMMUNICATION & JOURNALISM
AT EASTERN ILLINOIS UNIVERSITY

Comprised of courses in the Journalism curriculum, the Social Media Engagement minor provides students a foundation for using social media platforms to research, publish and engage with audiences in numerous contexts.

REQUIRED COURSEWORK: 16 HRS

JOU 201G - Journalism and Democracy
JOU 2101 - Writing for News Media
JOU 3002 - Introduction to Multimedia Journalism
JOU 3401 - Journalism Practicum
JOU 3750 - Social Media Engagement

Complete one of the following:

DGT 4814 - Digital Media Strategy
CMN 3980 - Strategic Social Media Communication
JOU 3703 - Online Journalism
JOU 3950 - Special Topics

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