



CURRICULUM GUIDE 2023-2024\*

# STRATEGIC SOCIAL MEDIA COMMUNICATION

## MINOR

SCHOOL OF COMMUNICATION & JOURNALISM  
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

#### **REQUIRED COURSEWORK: 12 HRS**

CMN 2920 Introduction to Public Relations  
CMN 3980 Strategic Social Media Communication  
CMN 3982 Social & Digital Media Analytics & Metrics  
*Pre-req: CMN 3980*  
CMN 4920 Public Relations Case Studies  
*Pre-req: CMN 2920*

#### **ELECTIVES: 6 HRS**

CMN 2500 Production I  
CMN 2520 Introduction to Mass Communication  
CMN 2650 Introduction to Organizational Communication  
CMN 3020 Public Relations Research & Evaluation  
CMN 3030 Promotional Communication  
CMN 3100 Persuasion  
CMN 3960 Public Relations Writing & Production  
CMN 3965 Advanced Public Relations Writing & Production  
*Pre-req: CMN 3960 or permission of  
department chair & instructor*  
CMN 3930 Message Strategies & Influence  
CMN 3940 Advertising: Theories & Practice  
CMN 4919 Public Relations Campaigns  
*Pre-req: CMN 3960 or permission of instructor*

#### **SCHOOL OF COMMUNICATION & JOURNALISM**

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\*IMPORTANT: This Curriculum Guide applies to students whose Catalog Year is 2023-2024. Curriculum Guides for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.