



CURRICULUM GUIDE 2024-2025*

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 Television & Video 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 2024-2025. Curriculum Guides for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.