

STRATEGIC COMMUNICATIONS (SCOM) MINOR

This minor exposes students to core Pathways learning outcomes and knowledge about how strategic communication works in multiple non-communication industries such as business, sciences, and engineering. Some courses listed on this checksheet have prerequisites. Please consult the University Course Catalog, or check with your adviser.

| Code | Title | Credits |
|---|---|---------|
| I. Foundational Pathways Courses | | |
| COMM 1016 or COMM 2004 | Communication Skills (Pathways Concept 1 - Discourse ; Integrated Outcome: Ethical Reasoning) ¹ Public Speaking | 3 |
| PR 2044 | Principles of Public Relations (Pathways Concept 3 - Reasoning in the Social Sciences ; Integrated Outcome: Ethical Reasoning) ¹ | 3 |
| AHRM 1014 | Design and Art for Consumers (Pathways Concept 6 - Critique and Practice in Design and the Arts ; Integrated Outcome: Intercultural and Global Awareness) ¹ | 3 |
| ACIS 1004 | Accounting Foundations (Pathways Concept 5 - Quantitative and Computational Thinking ; Integrated Outcome: Ethical Reasoning) ^{1,2} | 3 |
| Subtotal | | 12 |
| II. Upper-Level Elective Courses | | |
| Select one of the following: | | 3 |
| CMST 3064 | Persuasion | |
| CMST 3134 | Public Advocacy | |
| CMST 3214 | Professional Communication | |
| COMM 4024 | Communication Law | |
| FIN 4014 | Cyberlaw and Policy (Pathways Concept 3 - Reasoning in the Social Sciences ; Integrated Outcome: Ethical Reasoning) ¹ | |
| HTM 3424 | Event Management (Pathways Concept 6 - Critique and Practice in Design and the Arts (design); Integrated Outcome: Ethical Reasoning) ¹ | |
| MGT 3444 | Multicultural Diversity in Organizations (Pathways Concept 3 - Reasoning in the Social Sciences and Pathways Concept 7 - Critical Analysis of Identity and Equity in the United States ; Integrated Outcome: Intercultural and Global Awareness) ¹ | |
| MN 4005 | Leadership and Management/Ethics (Core Concept 3 Reasoning in the Social Sciences; Integrated Outcome: Intercultural and Global Awareness) ¹ | |
| PR 3014 | Public Relations Cases | |
| PR 3324 | Corporate Communication | |
| PR 3334 | Public Relations and Corporate Social Responsibility | |
| PR 4164 | Public Relations Administration | |
| PR 4364 | Crisis Communication and Issue Management | |
| Subtotal | | 3 |

III. Communication Capstone

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|----------------------|---|-----------|
| PR 4404 | Strategic Communication Capstone ³ | 3 |
| Subtotal | | 3 |
| Total Credits | | 18 |

- 1 Pathways General Education Course. If you are completing this minor to satisfy Pathways to General Education requirements, please reference the core and/or integrated outcome(s) satisfied by each course when you select courses.
- 2 ACIS 2115 Principles of Accounting may be substituted for ACIS 1004 Accounting Foundations. ACIS 2115 Principles of Accounting is not approved to satisfy Pathways to General Education requirements.
- 3 Required of all minors.

Courses that May Be Substituted for Section II Upon Approval

| Code | Title | Credits |
|-------------------|---|---------|
| AHRM 2404 | Consumer Rights (Pathways Concept 3 - Reasoning in the Social Sciences ; Integrated Outcome: Intercultural and Global Awareness) ¹ | 3 |
| AHRM 2014 | Design for Consumers Studio (Pathways Concept 6 - Critique and Practice in Design and the Arts (design); Integrated Outcome: Intercultural and Global Awareness) ¹ | 3 |
| COMM 2094 | Communication and Issues of Diversity (Pathways Concept 7 - Critical Analysis of Identity and Equity in the United States ; Integrated Outcome: Intercultural and Global Awareness) ¹ | 3 |
| HIST/SOC/STS 2604 | Introduction to Data in Social Context (Pathways Concept 2 - Critical Thinking in the Humanities or Pathways Concept 5 - Quantitative and Computational Thinking (foundational); Integrated Outcome: Intercultural and Global Awareness and Ethical Reasoning) ¹ | 3 |
| HIST/STS 2715 | History of Technology (Pathways Concept 3 - Reasoning in the Social Sciences ; Integrate Outcome: Intercultural and Global Awareness) ¹ | 3 |
| HIST/STS 2716 | History of Technology (Pathways Concept 3 - Reasoning in the Social Sciences ; Integrated Outcome: Intercultural and Global Awareness) ¹ | 3 |

- 1 Pathways General Education Course. If you are completing this minor to satisfy Pathways to General Education requirements, please reference the core and/or integrated outcome(s) satisfied by each course when you select courses.

GPA Requirement: A GPA of 2.0 or higher is required in the minor. The GPA is based on all courses a student has completed in the strategic communication minor.

Minor Requirement: All minors must take at least 6 hours of 3000 or 4000 coursework