



The Strategic Communication minor exposes students to core Pathways learning outcomes. Course content shows how communication works in a variety of contexts such as business, the sciences, and engineering. *Some courses listed on this checksheet have prerequisites. Please consult the University Course Catalog, or check with your adviser.*

I. FOUNDATIONAL PATHWAYS COURSES

COMM 1016* Communication Skills (3 credits) (Pre: COMM 1015) *or* COMM 2004* Public Speaking (3 credits)
(**Core Concept 1:** Discourse; **Integrated Outcome:** Ethical Reasoning)

PR 2044* Principles of Public Relations (3 credits)
(**Core Concept 3:** Reasoning in the Social Sciences; **Integrated Outcome:** Ethical Reasoning)

AHRM 1014* Introduction to Design for Consumers (3 credits)
(**Core Concept 6:** Critique and Practice in Design and the Arts; **Integrated Outcome:** Intercultural and Global Awareness)

ACIS 1004* Accounting Foundations (3 credits)¹
(**Core Concept 5:** Quantitative and Computational Reasoning; **Integrative Outcome:** Ethical Reasoning)

II. UPPER-LEVEL ELECTIVE COURSES IN THE MINOR (Choose 1 for 3 credits.)

CMST 3064 Persuasion (3 credits) Pre: COMM 1014

CMST 3134 Public Advocacy (3 credits) Junior standing required. Pre: COMM 1016 or COMM 2004

CMST 3214 Professional Communication (3 credits) Pre: COMM 1016 or COMM 2004

COMM 4024 Communication Law (3 credits) Pre: Senior standing

FIN 4014* Cyberlaw and Policy (3 credits)
(**Core Concept 3:** Reasoning in the Social Sciences; **Integrated Outcome:** Ethical Reasoning)

HTM 3424* Event Management (3 credits)
(**Core Concept 6d:** Critique and Practice in Design; **Integrated Outcome:** Ethical Reasoning)

MGT 3444* Multi Diversity in Orgs (3 credits)
(**Core Concept 3:** Reasoning in the Social Sciences and **Core Concept 7:** Critical Analysis of Identity and Equity in the United States; **Integrated Outcome:** Intercultural and Global Awareness)

MN 4005* Leadership and Management Ethics (3 credits)
(**Core Concept 3:** Reasoning in the Social Sciences; **Integrated Outcome:** Intercultural and Global Awareness)

PR 3014 Public Relations Cases (3 credits) Pre: PR 2044

PR 3324 Corporate Communication (3 credits) Pre: Junior standing

PR 3334 Corporate Social Responsibility (3 credit)

PR 4164 Public Relations Administration (3 credits) Pre: PR 2044

PR 4364 Issue Management in Public Relations (3 credits) Pre: Junior standing

III. CAPSTONE (3 credits) (Required of all minors.)

PR 4404: Strategic Communication Capstone* (3 credits) Pre: PR 2044, AHRM 1014, ACIS 1004, (COMM 1016 or COMM 2004)

(**Core Concept 3:** Reasoning in the Social Sciences; **Integrated Outcome:** Ethical Reasoning)

TOTAL CREDITS REQUIRED: 18 semester credit hours

¹ ACIS 2115 may be substituted for ACIS 1004. ACIS 2115 is not approved to satisfy Pathways to General Education requirements.

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COURSES THAT MAY BE SUBSTITUTES, UPON APPROVAL, FOR ELECTIVES IN SECTION II

AHRM 2404* Consumer Rights (3 credits)

(**Core Concept 3:** Reasoning in the Social Sciences; **Integrated Outcome:** Intercultural and Global Awareness)

AHRM 2014* Design for Consumers Studio (3 credits)

(**Core Concept 6d:** Critique and Practice in Design; **Integrated Outcome:** Intercultural and Global Awareness)

COMM 2094* Communication and Issues of Diversity (3 credits)

(**Core Concept 7:** Critical Analysis of Identity and Equity in the United States; **Integrated Outcome:** Intercultural and Global Awareness)

HIST 2604* (SOC 2604, STS 2604) Intro Data in Social Context (3 credits)

(**Core Concept 2:** Critical Thinking in the Humanities or **Core Concept 5f:** Foundational Quantitative and Computational Thinking; **Integrated Outcome:** Intercultural and Global Awareness and Ethical Reasoning)

HIST 2715* (STS 2715) History of Technology (3 credits)

(**Core Concept 3:** Reasoning in the Social Sciences; **Integrated Outcome:** Intercultural and Global Awareness)

HIST 2716* (STS 2716) History of Technology Part II (3 credits)

(**Core Concept 3:** Reasoning in the Social Sciences; **Integrated Outcome:** Intercultural and Global Awareness)

* Courses with an asterisk are Pathways General Education Courses. If you are completing this minor to satisfy Pathways to General Education requirements, please note 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 credits of 3000- or 4000-level coursework.

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Summary of Revisions
Strategic Communication Minor Checksheet
For Students entering under the 2023-2024 Undergraduate Catalog

Under III. Capstone,” **PR 4404: Strategic Communication Capstone** replaced **COMM 4404: Communication Capstone**. PR 4404, a revision of COMM 4404, was approved in May 2022. COMM 4044 was deleted from the Undergraduate Course Catalog at that time.

No other curriculum changes were made to the minor checksheet.

This change will be communicated to students through academic advising sessions and publication of an updated checksheet for the 2023-2024 catalog entry year.